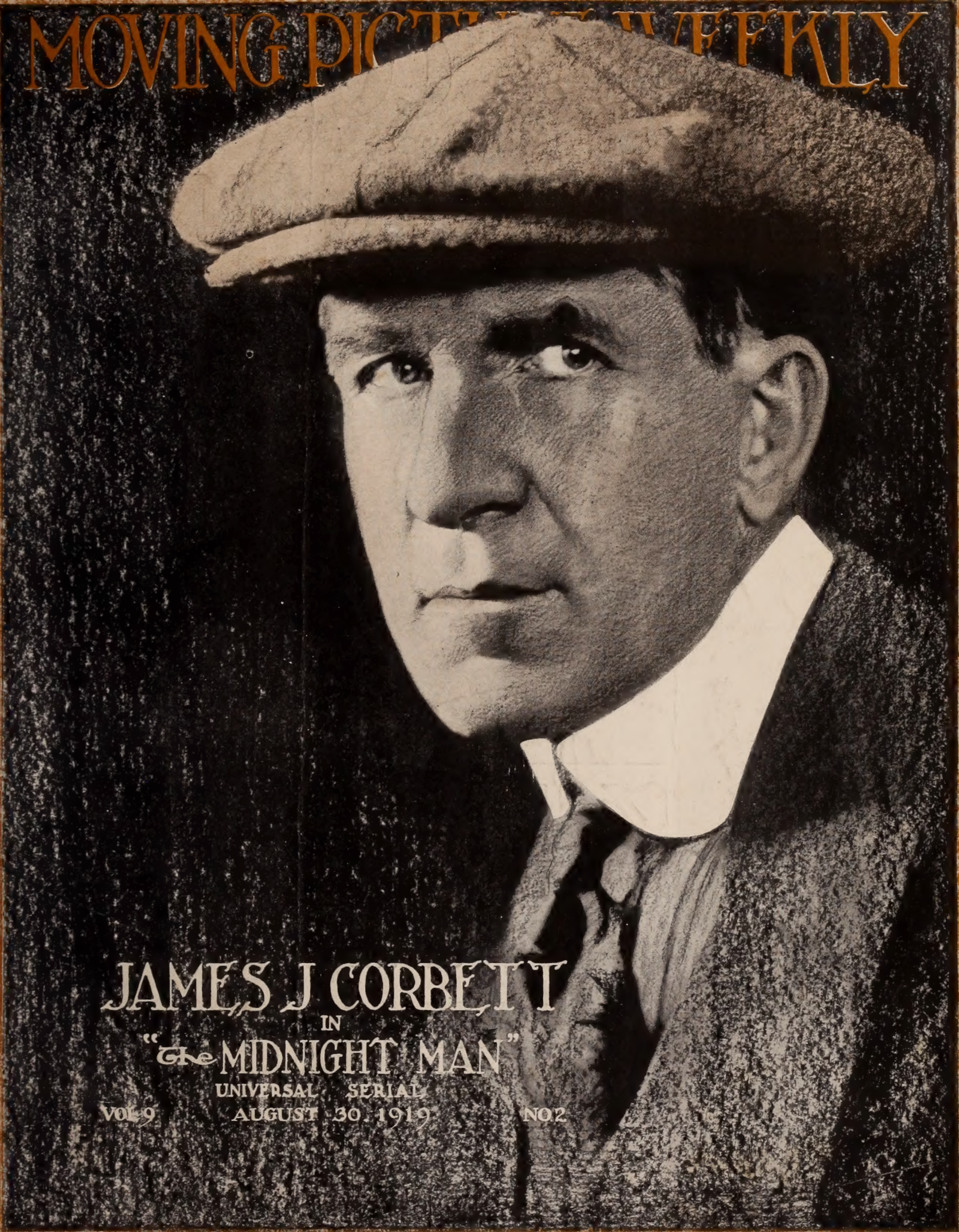
The
MOVING PICT WEEKLY



JAMES J CORBETT
IN
"The MIDNIGHT MAN"
UNIVERSAL SERIAL

VOL 9 AUGUST 30. 1919 NO 2

THRILLS ACTION SUSPENSE

JAMES J. CORBETT

Idol of Millions - in

"THE MIDNIGHT MAN"

The **UNIVERSAL**

SERIAL UNSURPASSED FOR LIGHTNING SPEED TREMENDOUS CLIMAXES AND LAVISH SETTINGS

The first five episodes of the greatest money-getting serial ever made are now ready for your viewing at your nearest Universal Exchange.

18 EPISODES
36 REELS

Something Unique!

CARL LAEMMLE
OFFERS

A feast for the Eye and a Tickle for the Mind. Charming—Amusing—Utterly Different. You simply must show

"SINBAD THE SAILOR"

A One-Reel Fairy Story for Big People and Little People. Acted entirely by a great Cast of Marvelous Child Players whose average age is only Nine Years

Released Sept. 1st

UNIVERSAL

"He spied an egg laid by a Roc that covered half a city block!"

Did You Beat with these

We Did!

GENERAL PERSHING AT THE HEAD OF HIS TROOPS IN THE GREAT LONDON VICTORY PAGEANT

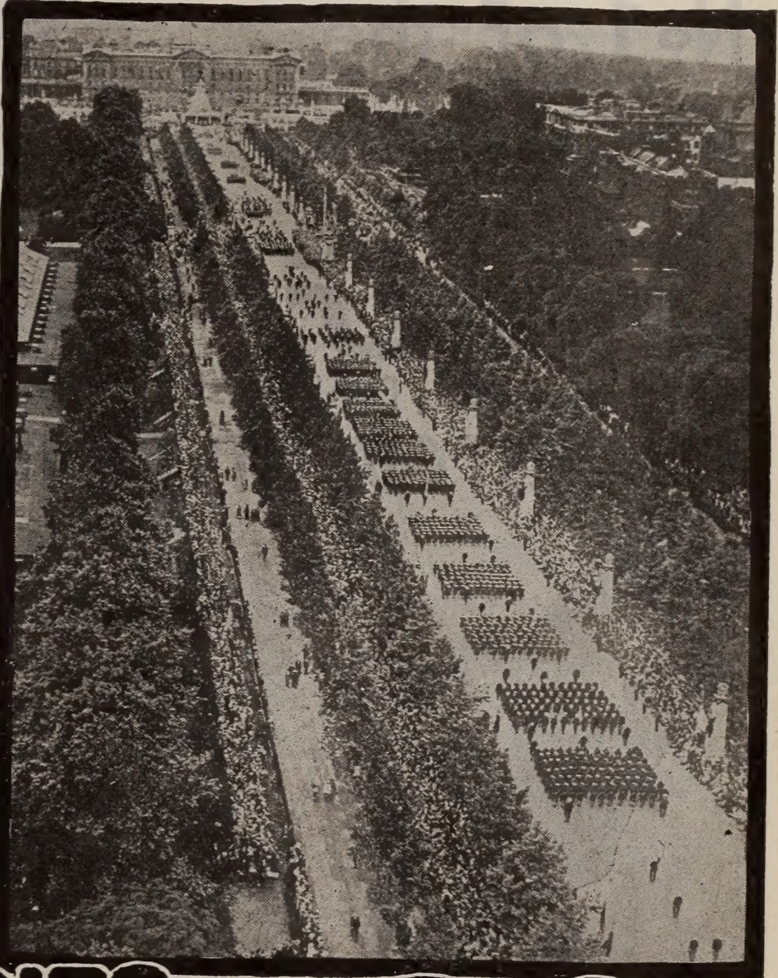
Your Competitors
London Victory Parade Pictures?

EVERY big newspaper in the United States receives the International Still Photograph Service.

WHY?

Because when there is news they receive news pictures and receive them first—way ahead of their competitors.

The same applies to the BIG THREE, the International News Reels, and that is why the biggest exhibitors book all three. You can't afford to lose out on news pictures. You know it just as well as we do—audiences prefer the house where they can see news beats. Book all three of these consistent, first-with-the-news reels and you'll be building more business.



HEARST NEWS
UNIVERSAL CURRENT EVENTS
INTERNATIONAL NEWS

WE were days ahead with these splendid views of the great London parade. And we—and you, if you're wise—will be days ahead with every big event in the future. Make your arrangements with your nearest Universal Exchange today.

The BIG 3 A Week

UNIVERSAL

Walcamp the Wonderful

in

No 1 of the

SPUR AND SADDLE SERIES

of Whirlwind Two Reelers:

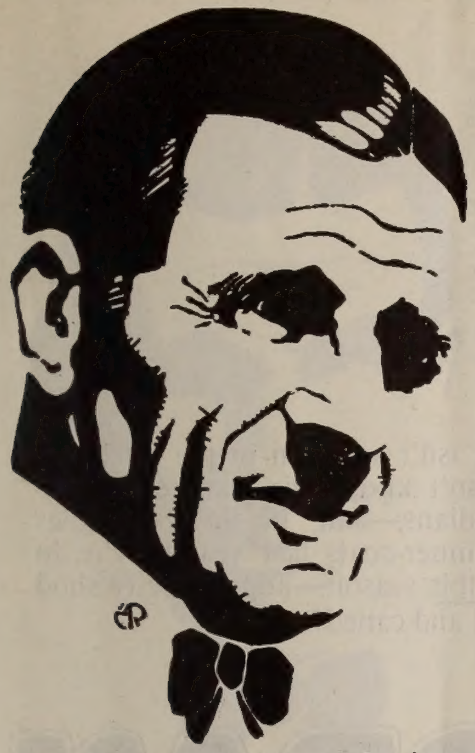
"TEMPEST CODY HITS THE TRAIL"

ALREADY three of this sure-fire series of powerful two-reelers, featuring the wonderful Walcamp, are ready for your screen, one release a week. Every one is a knockout for drama and whirlwind action. See the first of this great new Series now at your U. Exchange.

UNIVERSAL

“The MIDNIGHT MAN” IS HERE

LATEST UNIVERSAL SERIAL, FEATURING THE GREAT JAMES J. CORBETT, STARTS ON SEPTEMBER 1.



Cut No. 22 *of Corbett. Order from Campaign Book.*

WHAT YOU WANT TO KNOW.

STAR—James J. Corbett (Gentleman Jim).

DIRECTOR—J. W. Horne.

AUTHORS—J. W. Horne and Kenneth B. Clarke.

SCENARIO by Harvey Gates.

LENGTH—18 episodes. ....

THE CAST.

BOB GILMORE (or Jim Stevens, “The Midnight Man”)	**Jas. J. Corbett**
Nell Morgan	**Kathleen O'Connor**
Henry Morgan	**Joseph W. Girard**
Martha Gilmore	**Georgie Woodthorpe**
John Gilmore	**Frank Jonasson**
Hargreaves	**William Sauter**
Spike	**Noble Johnson**
John Zafara	**Orral Humphreys**
Steve Arnold	**Joseph Singleton**

THUMB-NAIL THEME—A romantic story of the efforts of a young man to trace the secret of his parentage. Brought up by foster parents he reaches manhood without knowing who his real father and mother were. He has a jade signet ring with the letters “MOR.” Assuming that these represent the first letters of his name he forms the idea of entering at night the home of everyone whose name begins with “Mor,” and leaving the imprint of his signet ring. By staging a fake burglary in each house he expects to gain notoriety that will bring to light someone having knowledge of his past. He adopts the name of Jim Stevens and leads a dual life through 18 episodes of terrific action and breathless interest.

EAGERLY awaited and heavily advertised for many months, James J. Corbett in “The Midnight Man” is at last knocking at the door of every theatre in the world. On September 1, the official release date of this latest and greatest of all Universal serials, “The Midnight Man,” will open in thousands of first run houses. Elaborate preparations have been made to introduce the world-wide celebrity, James J. Corbett, affectionately known as “Gentleman Jim” to his myriad of friends, in a new medium of expression. No figure in the prize ring ever excited more genuine admiration than Corbett. His following on the vaudeville stage was remarkable, and his artistic success there was a constant and gratifying surprise. His appearance in moving pictures, the greatest opportunity in a career such as few men ever enjoy, marks the advent of a new star, the blazing of a new trail to glory and a new sure-fire drawing card for thousands of exhibitors.

In preparing “The Midnight Man” for the exhibitor, the Universal has been to unusual pains not only to provide a serial which would be a fitting vehicle to display to the best advantage the talents and prowess of the great Corbett, but to make a serial which of itself would merit the opinion that has been expressed by exhibitors wherever it has been shown, “the greatest serial ever.” And in addition to that, the fullest opportunity has been given to the exhibitor to “get the money” with this serial. For it has been provided with a wonderful poster accompaniment, an extremely elaborate campaign of publicity and advertising stories, cuts, mats, teasers, striking ads of all dimensions and sizes, banners, life-size cut-outs, bronze busts and throwaways. All this, in addition to the universally admitted popularity of the star, assure any exhibitor a wonderful opportunity to book a winner. All of these aids to exploitation are in the exchanges now and have been for some time, and the first three episodes may be seen at any of the Universal Exchanges. This is a serial that just plays itself and all that need be left to chance is the exact size of the profit that exhibitors make. That depends solely on the cleverness with which exhibitors use the aids that have been provided for exploitation.

Many a serial has been manufactured for the sole purpose of produc-

(*Continued on page* 7.)

Corbett Serial Cut No. 25. *Order from Campaign Book.*

THERE isn't a screen in the land that doesn't know this team of gentlemen-comedians—and if their comedies were in dinner-coats last year they're in full dress this season—and perfectly shod and hatted and caned!

LYONS-MORAN

STAR COMEDIES

OUR advice is to make them a regular feature of your program. The whole world today doesn't offer any brighter, better, cleaner fun.

UNIVERSAL

Corbett Serial Cut No. 24. *Order from Campaign Book.*

"MIDNIGHT MAN" HERE.

(*Continued from page* 5.)

ing thrills. That very effort has made them ridiculous in that the story became impossible from the story standpoint. In "The Midnight Man" this fact has been recognized and there has been an unbreakable rule that the story and the thrills move along logically together. There has been no departure from the logical and thrillingly interesting story that was written by Mr. Clarke and Mr. Horne and put into scenario form by Mr. Gates. A brief skeleton synopsis of this basic scenario is given herewith, without any attempt to interject the thrills with which the story is crammed and the startling endings with which each episode breaks off.

The Story in Brief.

Bob Gilmore had discovered that the couple who had reared him—John Gilmore and his wife—were not his real parents. Whose son was he, then?

Bob Gilmore set out to answer that question. His only clue was a signet ring of jade, bearing the cryptic initials "Mor." What were they? The first letters of his father's name?

Before he could make a move to find out he faced the alternative of confessing to a forgery he had not committed or seeing his beloved fostermother brought to shame through the arrest of her husband. He took the blame and fought his way to liberty.

As he started, then, on his quest to learn his parentage the police were already on his trail. If he had the name, why not the game? The daring purpose flashed through his mind of visiting by stealth the home of every man whose name began with "MOR," staging a fake burglary in each and leaving behind the imprint of his mysterious signet ring. Notoriety would be his, and sooner or later, he surmised, his visit would take him to the house of someone who would know the purport of the ring.

There started the career of "The Midnight Man," that mysterious masked visitant in the homes of the wealthy.

His quest brought him to the home of beautiful Nell Morgan. It brought him romance—wealth—adventure. It earned him a mysterious and implacable enemy, the Hindu, Zafara and at last happiness, recognition and fortune.

CORBETT'S WONDERFUL CAREER.

PAST the half century mark and doing "stunts" that would tax the prowess of many an exceptional athlete not half his age. Fighting, leaping from windows, climbing anything than can humanly be climbed, diving, swimming—and this day after day, quite as a matter of course.

That is James J. Corbett, "Gentleman Jim," one of the physical marvels of all time. Jim Jeffries, Corbett's old opponent in the prize ring, saw "Gentleman Jim" as he cleaned up a gang of crooks in the big Universal serial, "The Midnight Man," at Universal City recently.

"Jim," he said, grasping his old rival's hand when the scene was over, "you're as good today as you were in the ring. I feel like an old man as I see you out there, frisky as a colt. You're a wonder."

Corbett's career has been a remarkable one. Born in San Francisco and educated in Sacred Heart school, he entered the Nevada Bank of San Francisco as a messenger. At 20 he was assistant receiving teller. His wages then were $125 a month. Five years later he was earning $5,000 a night in the prize ring.

Sneered at as a "dude"—which was the worst thing that could be said about any man in those days—"Gentleman Jim" took his pompadour and his smile into the ring and emerged at the very top of the heap. By clean living and sheer grit he made the most of his capabilities—an inspiring example to every American boy. He did more to elevate the art of boxing than any man in the history of the American ring.

After leaving the ring, Corbett went on the stage. He was the star in the Broadway production of George Bernard Shaw's play, "Cashel Byron's Profession," and also appeared in "Pals," "The Naval Cadet," "The Burglar and the Lady," "Facing the Music," and "Around New York in Eighty Minutes." For years he was a headliner in vaudeville, until finally he succumbed to the lure of the pictures.

"The Midnight Man," his first production, will be shown soon at the .... Theatre. It is a serial in eighteen episodes, thoroughly clean and wholesome, dealing with the adventures of a young man of wealth who seeks to solve the puzzle of his birth.

"HELLO" GIRL ON SCREEN.

FROM a telephone girl to James J. Corbett's leading woman in three years! That's the record made by pretty Kathleen O'Connor, who is supporting the newest screen star in "The Midnight Man," the Universal serial soon to be shown at the .... Theatre.

Miss O'Connor was a telephone girl in Dayton, Ohio, when a big Cleveland daily ran a beauty contest and Miss O'Connor was voted the prettiest telephone girl in the State. At that time there was a convention of motion picture men in Dayton and one of them told her there was a job for her in the pictures if she would go to Chicago.

Miss O'Connor had always wanted to become an actress. This seemed to be her chance. So a few weeks later Miss O'Connor took the train for Chicago. She hunted up the man who had spoken to her in Dayton and was given a letter to the Essanay studios. There she was told she would have to take her chances as an extra girl. She had no friends in Chicago and little money, so back she went to Dayton and the switchboard.

But ambition had not been slain. Along came the check awarded the winner of the beauty contest. She put it in the bank until she had saved an equal sum from her earnings and then she ran away—to Los Angeles.

At a casting exchange she asked how to get into pictures. The man in charge gave her letters to two studios, one where feature pictures were made and the other the home of Keystone comedies. Preferring drama, Miss O'Connor tried the first studio and was told they would call her if they had a part.

But she had to work, she had little money. So she went to the Keystone studio. She was given a chance to work as an extra, but at the end of the week had not worked a day. Then she was given a guarantee of three days a week, at $3 per day. It seemed too good to be true. For more than a year and a half she worked in comedy, doing atmosphere bits, and finally as leading woman for Toto, the clown.

Then in January of 1918 came Miss O'Connor's big triumph. She was called to the Universal studio to play second lead with Franklyn Farnum in "Fast Company." This was Miss O'Connor's first appearance in drama and she has been at it ever since, making good every step of the way.

They're Here!

Zip Monberg
and
Lois Neilson

in

"A ROOF GARDEN ROUGH HOUSE"

FIRST RELEASE OF THE NEW

RAINBOW COMEDIES

New faces—new figures (some figures!)—new high-jinks—new stunts—new laughs—new plots—that's what we promise you in the brand new RAINBOW COMEDIES. Here's the first of these bright, sparkling riots of pretty girls and komical kusses. Book it and get a flying start on a line that's going to make your house the steady home of the best in fun pictures.

UNIVERSAL

THEY EAT 'EM ALIVE

THERE'S no question about it—people just naturally eat these wild animal hunt pictures alive and yell for more. When shown for the first time at the Rialto in New York they made an instant hit and outshone the feature. Show them now—right away—they're new and different and real and absorbingly interesting. See them at your nearest Universal Exchange at your first opportunity.

MAJOR ALLEN'S WILD ANIMAL HUNT PICTURES

Release No. 1,
"TRAILING THE LEOPARD."

Release No. 2,
"BEAR TRAPPING."

Release No. 3,
"LION TRAPPING."

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 9. AUGUST 30, 1919. No. 2

"TEMPEST CODY" MAKES HER BOW.

Marie Walcamp, star of the "Tempest Cody" series of two-reel Western Pictures.

IN addition to James J. Corbett in "The Midnight Man," the new Universal Challenge serial, September 1st will see the first of the "Spur and Saddle Stories," starring Marie Walcamp. As soon as Miss Walcamp finished "The Red Glove" serial she started on a series of Western adventure stories, all built around a central character, Miss Tempest Cody, born to a high social standard and possessed of a substantial fortune but entirely devoid of any interest in society or in the kind of men she met there. She was much more interested in the ranch she owned in partnership with "Tex" Andrews. It was situated in a wild part of the country infested with brigands and cattle thieves, both open and secret. In this setting she experiences a number of thrilling adventures, each of which is embodied in a two-reel picture complete in itself. They were directed by Jacques Jaccard, recently returned from the war and with refreshed views of life and ready to make the pictures of his career.

There will probably be ten of these pictures, eight at least. Five of them have already been received at the home office and pronounced as fine as any two, three, four or five-reel pictures that ever came out of the West. The names of the first five are:

"Tempest Cody Hits the Trail."
"Tempest Cody Flirts with Death."
"Tempest Cody Rides Wild."
"Tempest Cody's Man Hunt."
"Tempest Cody Plays Detective."

"Tempest Cody Hits the Trail" is released on September 1st. There will be one each week.

"A TRIUMPH," SAYS MR. MacEVOY.

Played to 100 Per Cent. Business on "Elmo the Mighty" with Big U's Help.

Park Theater, Corona, L. I.,
August 11, 1919.

Big U Film Exchange,
1600 Broadway.

Gentlemen:

I played to 100 per cent. business yesterday with "Elmo the Mighty." Your idea of how to put it over turned the trick.

First I let the people know that they would have a chance to make money by guessing something, but I did not tell them how. I gave notice of the guessing contest by announcing it myself and by a slide.

This worked up a lot of interest and later in the week I announced what the contest would be; that the proposition was to guess the correct weight of Elmo Lincoln, star in "Elmo the Mighty."

In the lobby I had posted the letter you had given me stating the correct weight of Elmo Lincoln, but I covered up the weight figures.

At the second show Sunday I announced the winner's name and presented him with $5 in gold. Then I removed the weight figures on the letter in the lobby, thus proving that everything was official and open and above board.

It surely went over big.

I call this a triumph for Universal service.

THOMAS J. M'EVOY.

BOLD ADVERTISING POLICY OF NEW PITTSBURGH THEATRE.

New Blackstone Gives to New Screen Magazine the Same Space It Gives to Its Big Features.

AN advertising precedent was recently established in Pittsburgh when Sam De Fazio, manager of the New Blackstone Theater, used as much space to advertise a single-reel picture in one of the local dailies as he used to exploit the five-reel production which was scheduled to be the feature of his show. The single-reel release which received this unique testimonial of quality is Universal's New Screen Magazine.

The New Blackstone is Pittburgh's newest downtown theater and one of the finest of which that city boasts. It is located on Fifth avenue, directly opposite the Grand Opera House, and occupies the old Newell Hotel site. Practically all of Pittsburgh's first-run houses are located on this particular stretch of Fifth avenue. The New Blackstone therefore contends with the stiffest kind of opposition. Manager De Fazio has firm faith in aggressive advertising as a means of meeting this competition.

Precedents mean nothing to the New Blackstone's executive. Regarding the various elements which enter into his program equal in importance to his five-reeler, he spread himself on the Universal New Screen Magazine announcement. The original size of the New Blackstone-New Screen Magazine advertisement is ten inches over four columns. It was written by P. A. Mansfield, in charge of the Pittsburgh Press Photoplay Section, in co-operation with Mr. De Fazio. At the latter's special request the ad was run on the page containing an announcement of a special sale held by one of the largest department stores in Pittsburgh. The copy announcing the balance of the program was run in the regular amusement section of the Pittsburgh Press.

According to the New Blackstone's manager the results obtained because of his radical departure from the accepted method if picture theater advertising have proven so satisfactory that there is every possibility it will be continued regularly.

Play POLO!

10

Whirlwind

Cyclone-Smith

TWO-REELERS — each Story complete in itself

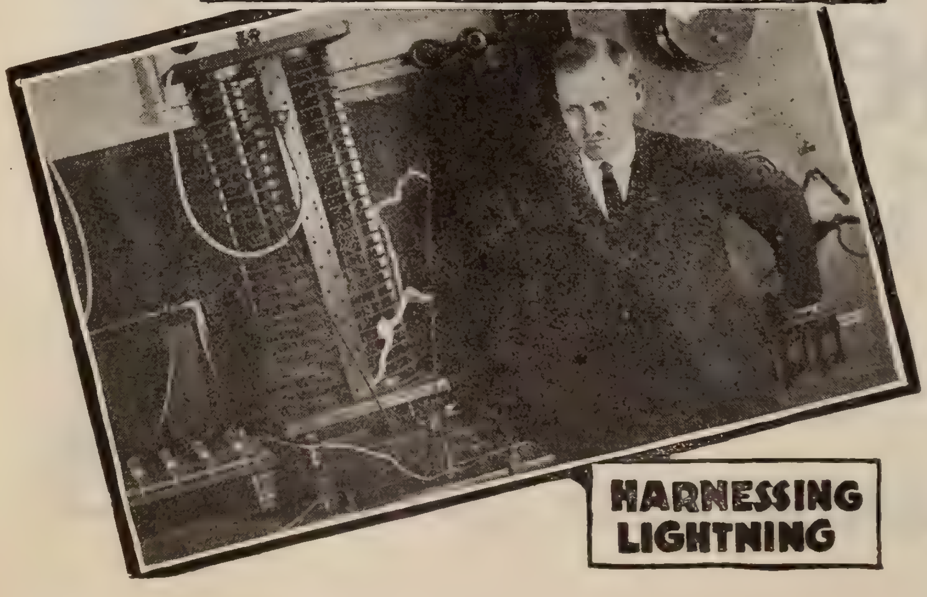
"A Prisoner for Life"
"A Phantom Fugitive"
"The Wild Rider"
"Cyclone Smith's Come-back"
"A Pistol Point Proposal"
"Cyclone Smith Plays Trumps"
"The Missing Bullet"
"Down, But Not Out"
"Cyclone Smith's Partner"
"For Life"

UNIVERSAL MADE AND UNBEATABLE

Every Issue a New

HELLO, ANT-WANT ANY MILK?

SEA HORSES -THIRTY KINDS



HARNESSING LIGHTNING

SOME folks think they know everything. Then they'd better not see the NEW SCREEN MAGAZINE—because we don't put anything in it that folks ordinarily know anything about, and we don't want to make them ashamed of themselves—that would be too bad.

DID you, for instance, know that our little friend, the Ant, has a milkman that calls regularly and supplies the best grade A certified stuff?

HOW many kinds of sea horses are there, and what do they look like? See in the NEW SCREEN MAGAZINE.

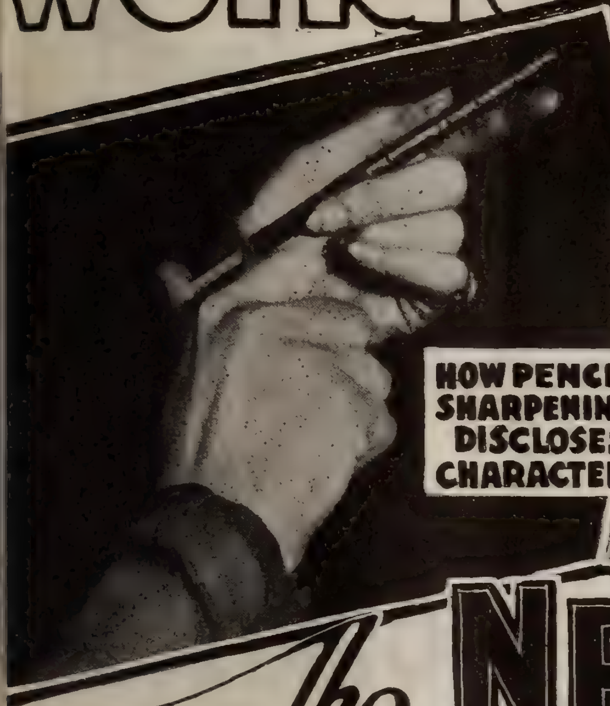
HOW much do you know about lightning — except that you're afraid of it? You'll learn in the NEW SCREEN MAGAZINE.

WANT to test your sweetheart's character? Signor Falconi tells you how to do it in the simplest every day ways. The NEW SCREEN MAGAZINE.

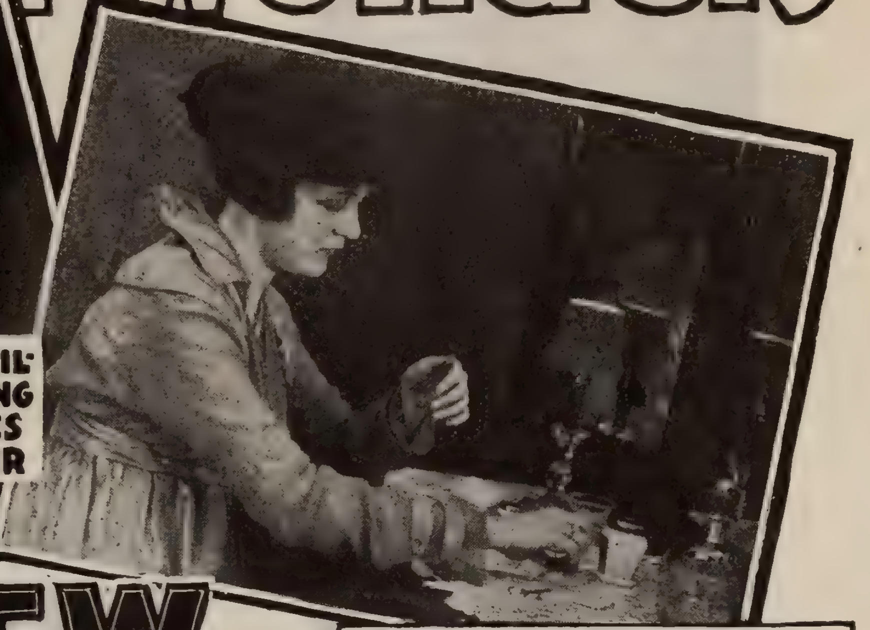
LILLIAN RUSSELL, the world's most famous beauty, gives valuable advice in the NEW SCREEN MAGAZINE.

THE new, the odd, the diverting, the unique—the things people don't know and haven't seen—these are exclusively the contents of the NEW SCREEN MAGAZINE.

World of Wonders



HOW PENCIL-SHARPENING DISCLOSES CHARACTER



HOW TO HAVE BEAUTIFUL FINGER NAILS

The NEW SCREEN MAGAZINE

GREEK DANCES — HELEN MOLLER'S PUPILS, *at* MT. KISCO, N.Y.

IF you know anything of the same kind which is any more interesting than the NEW SCREEN MAGAZINE, we will pay generously to beat it. But you've got to beat it, understand? Perhaps you had better view a couple of issues first and see if it's possible. If you can't beat it, you ought to book it—that's only business!

UNIVERSAL

2 Reel WESTERN

THE Universal always DID make the finest two-reel features on the market and today we are producing short pictures that no one in the world can equal. Play

The Smiling Thunderbolt
PETE MORRISON
and Magda Lane

IN

"THE FIGHTING SHERIFF"

and you'll see a first-class example of a popular favorite splendidly supported in just the kind of punch-ful picture that people are growing to appreciate more every day. Long experience and a great assemblage of talented players enable us to produce a two-reel picture as beautifully finished as many another producer's big features. Show "THE FIGHTING SHERIFF" and prove this for yourself. Your nearest Universal Exchange today.

UNIVERSAL

Harrison's Reviews of Three Features

P. S.—Harrison, formerly connected in the capacity of critic with The Motion Picture News, is now issuing a weekly letter entitled "Harrison's Reports," containing the same critical reviews he formerly supplied in the columns of the News. Herewith are three reviews of Universal-made pictures contained in the last "Report."

"HOME," WITH MILDRED HARRIS

ONE of the most sympathetic photoplays ever released on the Jewel program is "Home," with Mildred Harris, now Mrs. Charles Chaplin. It is plainly evident that, in producing it, Director Miss Lois Weber has done some deep thinking. It is unquestionably as good work as she has ever before done. It is subtle in psychology, deep in thought.

The spectator, in watching the picture, becomes so interested, so absorbed that he becomes an actual participant in the drama. He is affected fully as the characters are. So naturally is it acted; so sympathetic are the thoughts and the actions of the characters. This is particularly so when the daughter, heroine of the story, wounds her mother's feelings by expressing unwillingness to receive her wealthy girl friend in her lowly, though happy, home.

It is a story about a young girl who poses to her wealthy friend in school as a well-to-do. By a twist of circumstances, the heroine is invited to visit her friend at her home. There she mingles with some unprincipled society people, and thus tastes the first disappointments in life. She returns home to her parents, brothers and sisters, much wiser and better able to appreciate a happy home.

While there is much love making in the wealthy friend's home, particularly between a married woman and a batchelor, there are no salacious scenes of any description shown.—Jewel, 6 reels.

"The Ace of the Saddle"

With HARRY CAREY.

THIS picture is as good as any ever released by Universal with Mr. Carey in the leading role. With Jack Ford at the helm, every picture with this star seems a sure shot. Suspense is very high; heart interest is there in liberal quantities and of the most sympathetic kind. These elements are crowned with that of comedy. So the picture keeps you now laughing aloud, now grinning, and then again roaring.

It is a Western subject, same as all pictures in which this star appears. There are some novel situations introduced. The villain poisons the waterhole where the hero's cattle drink. This gives the hero an idea how to get back at the villain. He buys knock-out drops and mixes them with liquor. When the villain and his gun-men come to the hero's house, they find it deserted; so they drink the liquor. Thus they are caught like rats.

Good for any theatre.—Universal, 6 reels.

Lobby display of the Superba Theater, Los Angeles, for "Riders of Vengeance"

"DESTINY"

With DOROTHY PHILLIPS and WILLIAM STOWELL.

"DESTINY" is a big picture, based on a big theme, handled by Allen Holubar, director of "The Heart of Humanity," in a big way. Heart interest and suspense are the predominating elements.

Frenzied finance is the theme. The story opens in a farm showing the happy life of a farmer and his family. The brother is dissatisfied. He longs to go to the city and become a big man. The spectator is then carried twenty years forward. He is shown the brother as a prosperous Wall Street financier, despotic in manners, attempting to impose his iron will upon his sister, heroine of the story. She defies him and marries the man she loves, a young stock broker. The brother puts all his resources against his brother-in-law and ruins him; but in so doing, he drags down others. He, himself, however, is unable to avoid the same fate. Later he is also ruined.

One of his victims meets him and a struggle ensues. Just as he is about to be thrown from a high window to the pavement below and killed, the picture fades into a subtitle with a wording to the effect that "so it would have happened had the brother gone to the city; but he did not go, having thought it best to remain at home, help father cultivate the farm, etc.," a beautiful view of the good things he helped his father to accomplish appearing after each enumeration. This ending is entirely unexpected. It is very pleasing.

The picture is clean and suitable for any theatre.—Jewel, 7 reels.

Dorothy Phillips

America's
Greatest
Emotional
Actress
in

"DESTINY"

PLAYING to millions all over the world in that tremendous success, "The Heart of Humanity," the marvelous art of Dorothy Phillips has made her one of the best known and best loved figures on the screen today. Good showmanship says—show her now in "DESTINY"—a great drama of the mystery of Fate, which Dorothy Phillips makes supremely human.

UNIVERSAL-JEWEL

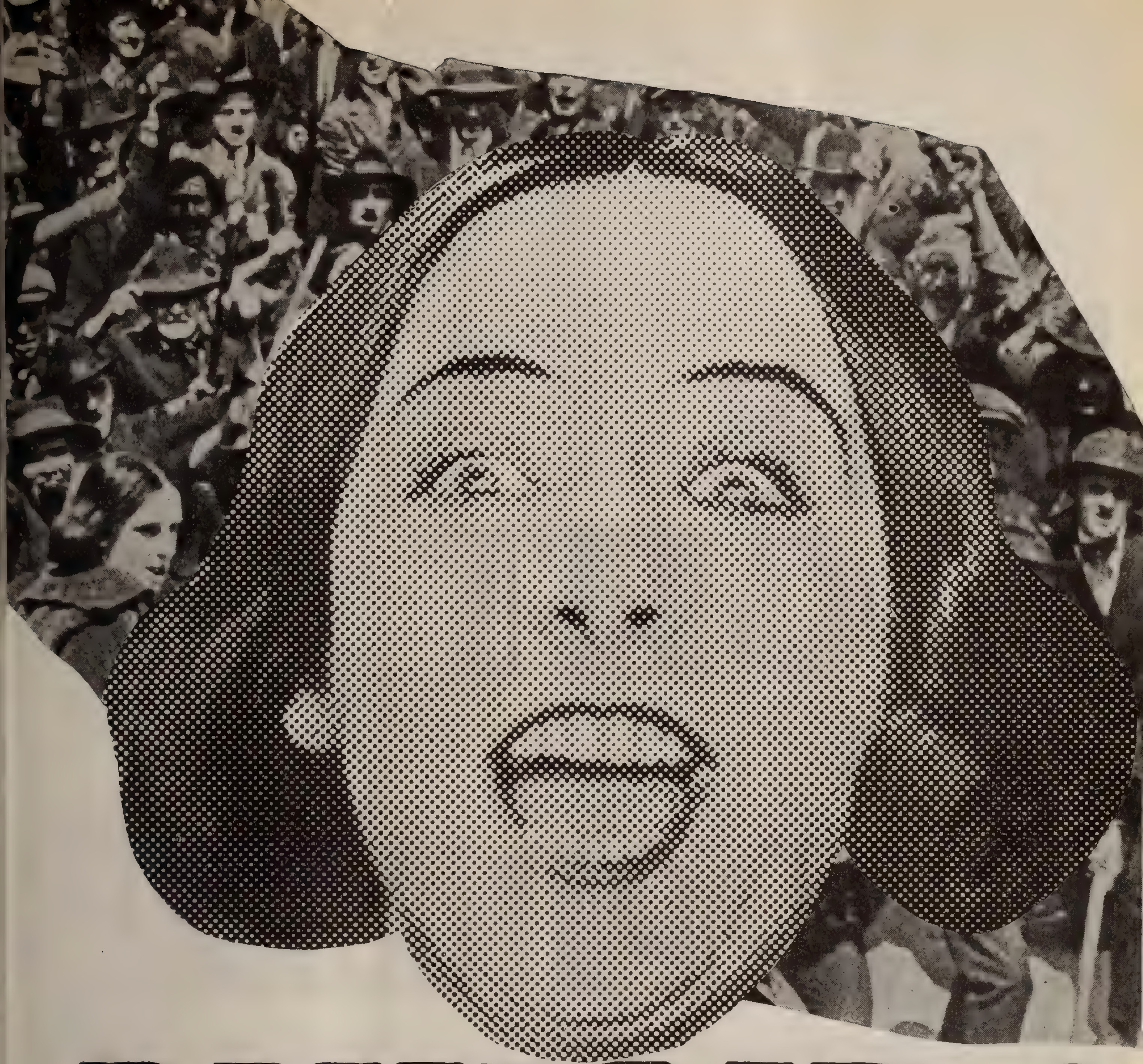
Have YOU the Right to Happiness?

Carl Laemmle
presents
America's Foremost
Emotional Actress

DOROTHY

in a marvelous dual role

PRODUCED BY



PHILLIPS

in the picture of the generation

UNIVERSAL-JEWEL

"THE RIGHT TO HAPPINESS"

Produced under the Direction of

ALLEN HOLUBAR

Director of "The Heart of Humanity"

UNIVERSAL

-she led a howling mob to smash her father's house
WHY?

JEWEL

LOS ANGELES says -"A Master Picture"

GUY PRICE, of the Herald, says it is a big theme directed by a master hand—with a mighty cast. If the play meets with the same response in New York as it did at the Theatre it will be an immediate success.

GRACE KINGSLEY, of the Times, says it is a powerful story vividly told. Holubar has a way of revealing his meanings in lightning-like flashes that keep one thrilled and uplifted.

WILLIAM CAMPBELL, of the Times, says that DOROTHY PHILLIPS never appeared in a more convincing role than that of the tigerish, warlike, bobbed-hair Russian anarchist leader.

FLORENCE LAWRENCE, of the Examiner, says it is a broadly conceived spectacle dealing with problems which all the world must face. Miss Phillips rises to tremendous heights.

HENRY DOUGHERTY, of the Express, says Allen Holubar has produced a wonderful picture which will be numbered among the truly great productions of the year.

UNIVERSAL
Production

"The RIGHT TO HAPPINESS"

From the

CALIFORNIA THEATRE

to

CARL LAEMMLE

We wish to thank you for bestowing on our theatre the honor and privilege of giving "THE RIGHT TO HAPPINESS," the new Holubar—Phillips super-production, its world's premiere.

Never, during the entire time the California has been in existence, have we had so many voluntary expressions of unqualified commendation from our patrons.

For the entire engagement, from the opening matinee to the closing night, we had throngs of eager patrons lined in front of our box offices and entrances and the gross receipts on the week's business exceeded our greatest expectations.

I consider the work of Dorothy Phillips in the role of SONIA, the girl of the tenements, absolutely the most artistic piece of emotional acting given to the screen this year, and I want to congratulate the Universal on having in Miss Phillips, truly a star of stars."

FRED A. MILLER.

JEWEL

de Luxe

from Carl Laemmle

to

MY DEAR MR. HOLUBAR:—

In my years of experience as a moving picture producer I have had the pleasure of viewing—and producing—many fine pictures.

And I have found that the truly great picture—the drama which lives longest in the memory and enjoys the widest popularity—is always and without a single exception founded on nobility in human character—as expressed in love for mankind."

I think that, in "THE RIGHT TO HAPPINESS," you have created a picture which will live for many, many years to come. Certainly, there can be no nobler theme in any play, book or picture than that which you have here put upon the screen—and you have developed this theme with the talent of a Master. You have created not only the Picture of Today, but the Picture of Tomorrow—the Picture of the Generation.

I tender Miss Phillips as well as yourself my thanks and my heartiest congratulations.

Carl Laemmle

Allen Holubar

READ WHAT THIS MAN DID WITH

"THE HEART OF HUMANITY"

Starring

DOROTHY PHILLIPS

ALLEN HOLUBAR'S
SUPER-PRODUCTION
PRESENTED BY
CARL LAEMMLE

I PLAYED "The Heart of Humanity"—and it is some picture. It is in a class by itself. There is no other that can compare with it. I have never put on a play in Mullen as I did this one, and I am certainly glad that I put it over the way I did. The play is entitled to the best efforts of every exhibitor, large or small—and when you consider my receipts—a $300 house in a town of only 250, right in the harvest season—with a big circus billed to show just two days ahead—that's certainly going some! Surely, the only word that can do it justice is "Masterpiece."

JOHN J. MOTL,
Mullen, Nebraska.

RELEASED THROUGH JEWEL PRODUCTIONS

"PAID

A Mighty Epic of

A NORTHERN Drama which is a histrionic triumph for Dorothy Phillips and a scenic delight for the eye. Replete with character bits which the finished actors and actresses of this all-star cast make unforgettable. A picture as dazzling as its mighty snow-fields, while its drama clutches at the heart with a giant hand.

JEWEL
Productions INC
1600 Broadway New York City

Dorothy

IN ADVANCE

e Love of Gold and Woman in the Frozen North

Played by an

ALL STAR CAST

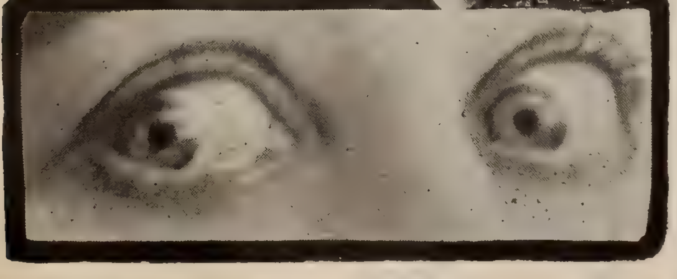
Including
Dorothy Phillips
Priscilla Dean
William Stowell
Lon Chaney

TO all those who played Dorothy Phillips in "The Heart of Humanity" the value in this great picture, with its huge cast and big scenes will be immediately apparent. To all others we say, simply—Dorothy Phillips has become America's foremost emotional actress. See "PAID IN ADVANCE" and you'll know the reason. See it today at your nearest Universal-Jewel Exchange.

Phillips

Carl Laemmle Presents

Mildred

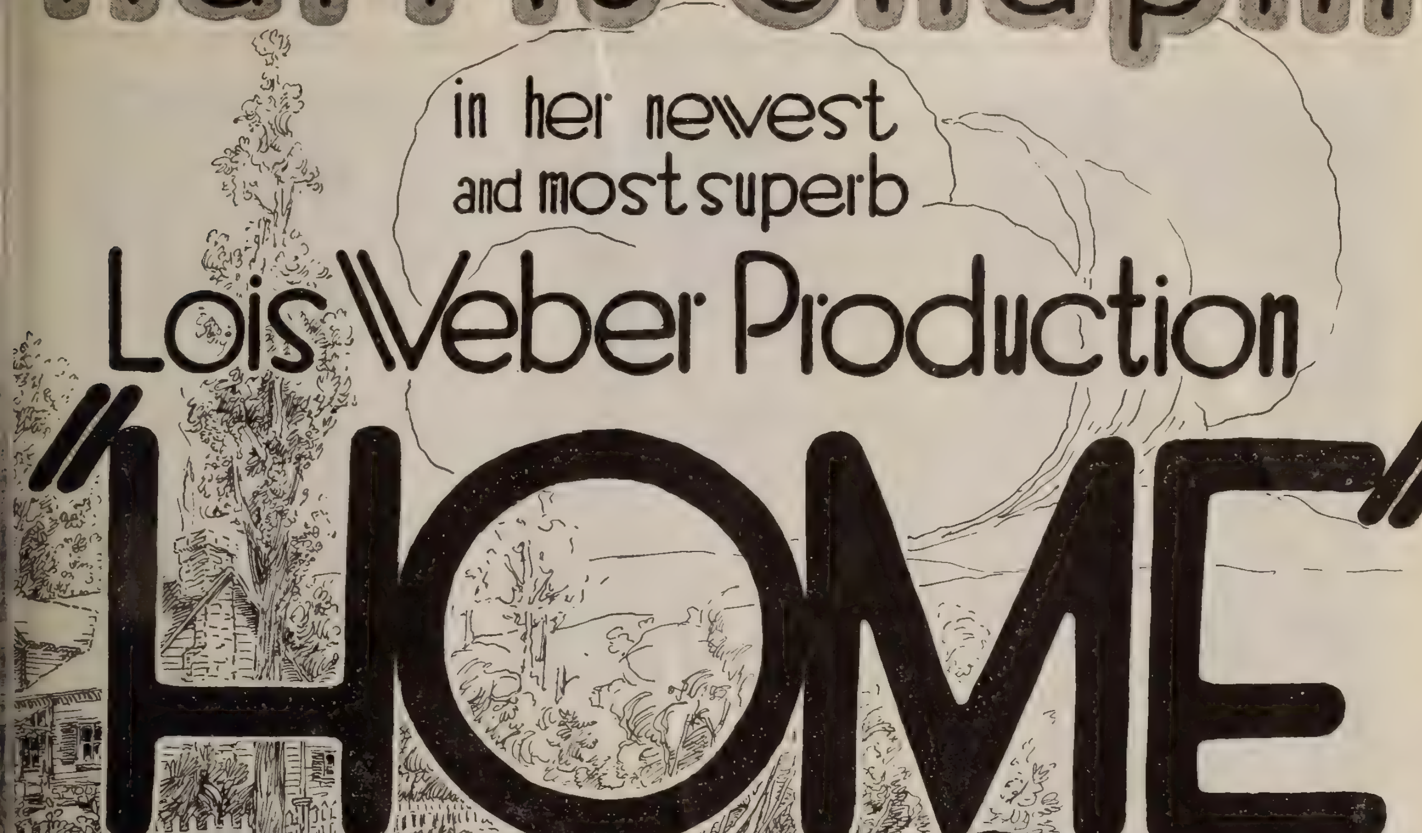


Harris Chaplin

in her newest
and most superb

Lois Weber Production

"HOME"



The Story of Every Girl

HERE is a picture whose appeal will unfailingly reach every heart—the story of that longing for luxury possessed by every daughter of Eve since the world began. Staged with marvelous completeness by a master of screen art and played by the actress whose every picture since her first appearance has been a treat for her audiences and an unqualified success for the exhibitor. On no account fail to view this picture at your earliest opportunity.

JEWEL

Applaud "Paid in Advance"

Two three-sheets and a one-sheet made for Dorothy Phillips' latest Universal-Jewel, "Paid in Advance."

REVIEWS BY THE NEWS AND WORLD

The Moving Picture World.
July 12, 1919.

"PAID IN ADVANCE."

Reviewed by Robert C. McElravy.

A splendid dramatic success is achieved in this six-reel Universal-Jewel production entitled "Paid in Advance." It was adapted to the screen by Allen Holubar, who produced "The Heart of Humanity." The new subject is a different type of story, but reflects in every stage of its development the same skilful hand that created the Canadian war epic.

The plot of this subject was suggested to the producer by a story by James Oliver Curwood. It ranges between the Canadian Northwest and the gold fields of Alaska, and maintains in both localities a finely suggestive atmosphere. The cast, so far as the principals are concerned, is made up entirely of screen favorites, and so excellent is the team-work of these tried players that the numerous tense situations are raised to extreme dramatic heights.

Motion Picture News.
July 12, 1919.

"PAID IN ADVANCE."

Reviewed by Tom Hamlin.

A melodramatic story of the Klondike portrayed in a faithfully realistic manner by a cast of clever principals and an army of extra people. The star does some of the best work in her career, and the direction and settings are both correspondingly good. Virile action, many thrilling fights, and a neat little love element is interwoven in the story. Excellent photography is displayed on the many splendid exterior scenes. It has many intense moments and the suspense is keen.

She is persuaded to go to Dawson City as a nurse, but finds that her employer is keeper of the dance-hall. And in her final choice of becoming his mistress or a dance-hall girl she mounts a table and offers herself to the highest bidder. A drunken owner of a prosperous claim wins her, and the big scene is where he decides to become a real man and cleans out the dance-hall.

The action is fast and the thrilling activities finally focus into a quiet and pleasant happy ending. Nothing to offend, unless your audience is exceptionally squeamish.

This is a picture that should draw big and thoroughly entertain the first-run audiences and should also pull in the high-class neighborhood houses and wholly satisfy, unless you have a very prudish audience. In popular and family theaters it should pull strongly and please mightily, and in the theaters catering to the laboring people it should pull enormously and be a riot as a picture.

"A Village Venus"

Century Two-Reel Comedy.

(*Copyright*, 1919, *Century Comedy Company.*)

EDITH had a husband, a kiddie, a mortgage and a boarding-house. She loved her husband dearly, but when the wily artist told her of the fame and fortune that was in store for her, she packed up and ran away from her home and everything, leaving a note to hubby that she was going to earn enough money to pay off the mortgage.

The artist's valet was also in love with her, and when she finally arrives at the studio they both try to make love to her. The artist is painting a beautiful portrait of several water nymphs when he discovers an ebony queen among them. This spoils the whole picture and much humor is in evidence when they try to get rid of the colored lady. Edith is afraid to come out attired in a short skirt, but is finally forced to pose by the artist and his valet.

In the meantime hubby has discovered the note, and goes after his runaway wife. Their little daughter and her sweetheart follow. The young lovers are about four years old, but they are determined to find their mother and mother-in-law respectively, and then to run away themselves.

The mean sheriff, as usual, has foreclosed the mortgage and they are put out of the house.

Hubby and his kiddie are lost in the big city, trying to find their mamma. They pass a studio and hear her voice. Hubby breaks through the glass roof just in time to see them forcing her to drink something that came out with a "pop" and had a gold label on the bottle.

Hubby beats up the artist in a very unique way and rescues his wife from the villain's clutches, while their little girl runs away with her sweetheart and endeavors to get married by a preacher, who informs them that they must be eighteen years of age. They decide to wait and sit down on a step to wait until they are eighteen years of age.

Hearst News,

No. 33.

British Fleet Opened to Public for First Time in Five Years.—Southend-on-Sea, England.

Edison, Burroughs and Ford on a Quest for Boyhood Joys.—In the Adirondacks, N. Y.

City's Poor Kiddies Protected Against White Plague.—New York City.

Cavalry Guarding Border on Unique Heights Amid Clouds.—Cloudcroft, N. Mex.

Don't Kick! This Beef Brought Thirty Dollars a Pound! (For New York City only.)—Sybyl's Gamboge, an aristocrat of the genus bull, goes to the highest bidder for $65,000.—*Mt. Kisco, N. Y.*

Labor Leaders Call at White House to Discuss Living Costs.—Washington, D. C.

Sub-Titles.—Edward J. Dainor, representing the mail carriers; Frank Morrison, C. F. Laherty of the Post-office clerks and H. F. Ryan, of the Railroad Mail Association, leaving after a conference with the President. Frank Morrison, secretary of the American Federation of Labor. Glenn L. Plumb, General Counsel of the "Big Four" Railway Brotherhood, author of the famous Plumb Plan for the nationalization of railroads. Federal Attorney Charle F. Clyne, of Chicago, who called on the President regarding the prosecution of alleged profiteering in the meat-packing industry.

"Yo, Heave Ho!" (For New York City only.)—Make way for the merry yachtsmen "bucking the bounding main."—*Marblehead, Mass.*

German Munitions Worth Millions Destroyed by Yanks.—Coblenz, Germany.

New York Acclaims Fighting Second Which turned Tide of War and Saved Paris (Omitted from New York City).—*New York City.*

Sub-Titles—Miss Manhattan honors the heroic devil dogs, whose glory is written on the grimmest battle-fields of France. Major-General John A. Lejeune, Division Commander, under whose leadership the Second smashed the German dream of Empire. Mayor Hylan, Secretary Roosevelt, Admiral Benson, General Bullard, Admiral Gleaves, General Barnett—the reviewers.

"Indoor Sports" Cartoon by "Tad."

New Screen Magazine,

No. 29.

THIS excellent Screen Magazine opens with a view of Lookout Mountain, famous for the battles fought there during the Civil War and now widely known as a health resort. Grandma Martha E. MacDonald, a 101-year-old resident of Jamestown, Tenn., may have lived part of her life there, but the editor is silent on this point except as to contiguity of continuity. If you want to know what's in the old horse pond near your house, this magazine will tell you. It will also show you how iodine is made and how a watermelon may be evolved from the head of a negro boy. Signor Falconi tells you how to test your sweetheart's character and Mme. Schumann Heink shows you how to bathe a baby. There is also a wonderful futurist movie of the popular screen star, Dorothy Phillips.

SYNOPSES OF "A VILLAGE VENUS," HEARST NEWS, No. 33; NEW SCREEN MAGAZINE, No. 29, AND INTERNATIONAL NEWS, No. 33.

International News,

No. 33.

"Devil Dogs" Who Saved Paris March Before President.—Washington, D. C.

Actors on Strike Furnish Broadway Some New Thrills.—New York City.

Sub-Titles. — Auto-loads of fair strikers patrol the Great White Way. No mere man can resist "pickets" like these. An entire company walks out —in "working" clothes. And they are not downhearted!

British Officers Are Honored by Pershing. — Presents Distinguished Service Medals to gallant commanders of the Royal Air Force.—*London, England.*

Sub-Titles. — Generals Trenchard and Sykes of the British Flying Corps. Warren Pershing is an interested spectator.

Girls Bring Cheer to Wounded Heroes.—With entertainment like this, being a convalescent at the Presidio has its advantages.—*San Francisco, Cal.*

The "Polar" Snows of the Desert.—Tourists in droves visit the vast sand hills of New Mexico's Sahara—one of Nature's strangest freaks.—*Alamogordo, N. M.*

Chicago Girls prove Adept Boxing Pupils.—Under the tutelage of lightweight Charley White they show that the gentler sex can be quite rough.—*Chicago, Ill.*

Doughboys and Gobs Visit Sacred Ground at Chateau Thierry.—Chateau Thierry, France.

Remarkable Views of the Great Pacific Fleet on Its Trip Through the Canal.—Panama.

Sub-Titles.—Full steam ahead! The mighty armada in the Atlantic. The Arkansas and Texas entering the Gatun Locks. Towed by "electric mules," the great ships enter another of the series of locks in the steady rise from sea level. Entering the Gatun Lake, the highest elevation of the Canal. Calebra Cut, where American genius solved the world's most difficult engineering problem. The gradual descent to the Pacific begins. In Panama Harbor President Porras, of Panama, pays a visit to Admiral Rodman. In the Pacific! Headed for the Golden Gate.

AN unusually beautiful and dramatic photoplay with on unusually talented cast.

WE very much doubt if your patrons will see anywhere this year another picture not a Universal Special Attraction having such perfection of detail embodied in the play, the players, the settings and the direction. You simply cannot go wrong on this admirable production. Be sure to view this picture personally.

Carl Laemmle offers an

Kathryn Adams

All-Star Cast

Frank Mayo

J Barney Sherry

in an Adaptation de Luxe of the famous Novel by

Lily Leslie

Joseph Medill Patterson

"A LITTLE BROTHER OF THE RICH"

UNIVERSAL SPECIAL ATTRACTION

SYNOPSES OF "A DOG GONE SHAME," "TEMPEST CODY HITS THE TRAIL" AND CURRENT EVENTS, No. 33.

"A Dog Gone Shame"

Lyons-Moran Star Comedy.

CAST.

Eddie	Eddie Lyons
Lee	Lee Moran
Mildred	Mildred Moore
Charlotte	Charlotte Merriam

EDDIE and Lee live in a hall room. At the front door of the mansion where they are going to a dance they are confronted by an ugly canine, who secures a firm hold on Lee's coat-tail and departs with part of Lee's coat. Eddie persuades Lee to remain outside near a window while he goes in and meets the girls—intending to drop his coat out the window to Lee.

Eddie has the first dance with Mildred. Charlotte inquires why Lee is late, and Eddie remembers that Lee is waiting for the coat, so Eddie removes the coat and drops it out the window. Lee puts it on and dashes into the house. He is dancing with Charlotte when Mildred inquires as to Eddie's absence, so Lee tosses the coat over the screen. It misses Eddie and goes out the window.

The boys rush to the window in time to see the dog drag the coat away. Eddie and Lee, in their shirt sleeves, are planning an escape when Mildred and Charlotte walk into the room. Eddie and Lee start for the front door where they meet the dog, and he lets them lead the way into the ballroom. Buster connects and rips Lee's trousers almost off and finally Eddie and Lee make an escape out the front way. They climb a telegraph pole and, with the dog at the bottom, it looks like Eddie and Lee are treed for the night.

"Tempest Cody Hits the Trail"

Spur and Saddle Series No. 1.

CAST.

Tempest Cody	Marie Walcamp
Tex Andrews	Robert Andersen
Silver Marlow	Charles Brinley
Tejon	Benny Corbett
Sheriff Brady	Len Trainor
Lucky Barstow	Slim Pagette
Chickasaw Smith	A. MacPherson
Sierra Kid	Archie Ricks
Mrs. Fiske	Eugenie Forde

"TEMPEST" Cody, daughter of the last frontier, loves Bob West, cattle king. She leaves the mountains and journeys to San Francisco, promising Bob that as soon as he sells his cattle and ranch and comes to the city, she will wed him.

"Silver" Marlow, a rival cattle king, is in love with Tempest, because she is the only woman he has never been able to conquer. Bob wires Tempest he has sold his ranch and cattle. Silver sees the wire and decides that if he cannot have Tempest, no one else can. Tempest, tired of imitation men of society, wires Bob: "Don't sell—I am hitting the back trail," and leaves Frisco for Sonora.

Marlow, with Bob's foreman, Tejon, substitutes a band of his own cattle, re-branded with Bob's brand, on the first drive. Bob joins his outfit, Marlow accuses Bob of rustling. Bob resents this and in the fight Tejon is shot.

Bob and two loyal cowpunchers take refuge in an old deserted express office. Marlow's men surround it, while he notifies Sheriff Brady. Marlow intercepts Tempest's wire to Bob and sends one of his own men to meet her. She is taken to Marlow, who explains the situation to her. Tempest thinks fast and pretends to agree. She steals his gun and backs him into a corner and, covering him with her own gun, fires through a window and hits the sheriff, wounding him, but not mortally. Part of the sheriff's posse capture Marlow and Tempest swears he shot the sheriff. She tells him: "Square Bob and I'll square you." Silver takes a desperate chance and escapes. The posse, to drive Bob out, fire the building he is in. Tempest, seeing her trump card getting away from her, recaptures Silver single-handed and forces a confession. She saves Bob, and all is forgotten in the law of the west.

Current Events,

No. 33.

Crowd Eagerly Buy Food at Army Sale.—Old H. C. of L. gets a temporary jolt from the people of the Massachusetts Capital—*Boston, Mass.*

Sub-Titles. — Cans that "canned" the profiteers. Daddy will think he's back in the army when mother puts his chow on the table.

Expert Shots in Keen Contest at Naval Rifle Range.—Caldwell, N. J.

Sub-Titles. — Counting the hits. Count Morisini and his daughter—both expert rifle shots. Not all the laurels go to men. Demonstrating a "marching fire" attack with Browning automatics. Showing how the Stokes mortars smashed the German pill boxes.

Poor Children of Tenements Find a "Kiddies' Heaven."—Nyack, N. Y.

Sub-Titles. — No "Keep off the grass" sign here—no cries of "Cheese it, de cop!" at this summer home of the Christian Herald. "My sister works in flowers by Mandelbaum & Klatsky, but these here—these ain't the same kind of flowers!" Guseppe Antionetti and Isadore Konopolsky thought water only ran under bridges until they came to the "kiddies' heaven." Far from the filth of the slums—where there's "real grass an' real trees 'n everything'!"

Knights of Columbus Head Gets Decoration.—Supreme Knight Flaherty receives the Distinguished Service Medal from Secretary of War Baker. —*Buffalo, N. Y.*

Sub-Titles.—Secretary Baker and Supreme Knight Flaherty. "Long may it wave o'er the Land of the Free and the Home of the Brave!" Secretary Baker lauds the war work of the Knights of Columbus.

Red Cross Shows How to Save the Drowning. — An eight-year-old boy, rescuing two full-grown men four times his weight, illustrates how the victims should be handled.—*Sheepshead Bay, N. Y.*

Sub-Title.—Using the "hair pull" method this girl finds life-saving quite simple. Thousands of lives are lost in canoe accidents—because so few know the elementary principles of life-saving shown here. An ounce of prevention is worth a pound of cure. Begin early.

Ammunition Explosion Wrecks Aviation Camp.—French planes and hangars are reduced to splinters.—*Le Bourget, France.*

Yankee Border Guards Get Real Vacation.—Pitch camp among the pines of New Mexico's mountains for a few weeks' rest.—*Cloudcroft, N. M.*

Sub-Titles.—"Lovers' Lane." "Arms and the Man." "Sunset in the Pines."

California Greets the Pacific Fleet as Daniels Reviews Mighty Armada. —San Diego, Cal.

Sub-Titles.—Secretary of the Navy Daniels is received by Admiral Rodman on board the flagship New Mexico. Far at sea—a naval plane extends a welcome from the air. Governor Stephens of California arrives for the review. The Pacific Fleet! Impregnable defense of our western coast! The salute of the dreadnoughts as seen from the plane of a naval birdman.

Unemployed War Veterans Aided in Getting Jobs (Special for Washington, D. C., and New York City).—Re-employment bureaus in joint undertaking by welfare employment and employers' organizations aid in procuring positions for jobless soldiers, sailors and marines.—*New York City.*

Sub-Titles.—Major Warren Bigelow, Director of the Bureau, and Henry Cole, discussing plans. Unemployed service men receiving addresses of prospective positions.

"It's just an everyday business proposition— my money for your gal"

MARY MacLAREN

in

"THE WEAKER VESSEL"

"Photoplay"

says:

"This story is about the Hopkins family—Abby, and her folks. They aren't very rich, but they have practical ideas, and the most practical one pops up when Hanks, the town's richest man, and the relict of three good women, pops the question to Abby. Abby goes through as far as the bridal chamber, but, at an exhibition of her ancient spouse's connubial ardor, she runs home—and then runs away. Thereupon, the author shows a lot of daring; he puts Abby in a Childs' restaurant in the big town, and has her first laugh at, then pity, then embrace a poor, shiftless, alcoholic actor. The complete rebuilding of this thespian in the minds of the audience is one of the most artful pieces of adroit photoplay construction I have ever seen. Mary MacLaren plays Abby and Thurston Hall gives one of his completest and finest screen portraits as J. Booth Hunter, the histrion."

A UNIVERSAL SPECIAL ATTRACTION

"You gotta doll up to catch a fellow nowadays Dearie—"

Mary MacLaren

in her latest and greatest Success

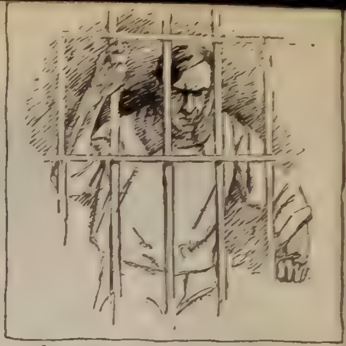
"A PETAL ON THE CURRENT"

SAYS WID: "Here's a human picture that should suit almost any crowd. You can rest assured that it's going to be especially liked by women, and in those houses whose audiences are composed largely of working girls, they're going to have the "grandest little weep ever" over the picture. They're going to eat it up and ask for more. In no little part was the picture's strength due to the splendid work of Mary MacLaren. She has been steadily increasing in popularity, and now has quite a following. The picture is good enough to warrant your doing some extra advertising."

A UNIVERSAL SPECIAL ATTRACTION

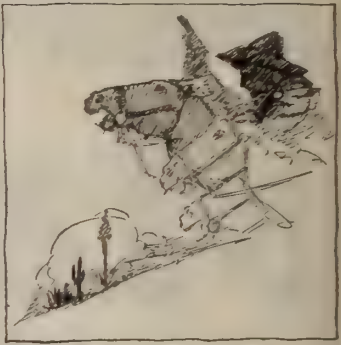
SIX HARRY CAREY HITS

"ROPED"



"HELL BENT"

"BARE FISTS"



"THREE MOUNTED MEN"

ADD one more to this great list and you'll have the seven humanest Western pictures that this splendid actor has ever made.

"THE ACE OF THE SADDLE"

is a picture which, Wid says, gives Carey's personality a full chance to register, and into the more serious melodrama of the story has been injected a wealth of incident of the sort that goes over with a fan crowd. Innumerable times, one is given a chance to be in sympathy with the leading character. View this picture and all the others listed here that you have not played at your nearest Universal Exchange. Do it NOW!

"RIDERS of VENGEANCE"

The OUTCASTS of POKER FLAT"

UNIVERSAL SPECIAL ATTRACTIONS

SYNOPSES OF "CAST ADRIFT," "INTO THE CHASM" AND "THE FIGHTING SHERIFF."

James J. Corbett in

"Cast Adrift"

Episode 1.

"THE MIDNIGHT MAN"

CAST.

Bob Gilmore	Jas. J. Corbett
Nell	Kathleen O'Connor
Henry Morgan (Nell's Father)	Jos. W. Girard
John Gilmore	Frank Jonasson
Martha Gilmore	Georgie Woodthorpe
Hargreaves	Wm. Sauter
Spike	Noble Johnson
John Zafara	Orral Humphrey
Steve Arnold	Joseph Singleton

BOB GILMORE, gentleman and athlete, is spending the evening with his chum, Fred Hargreaves, of New York, and other friends at the Washington Athletic Club. There is drinking and reveling and Bob has forgotten his parents are entertaining for him that same evening, until reminded by a phone call.

He dashes off in his roadster and reaches his home just in time to overhear two business associates of his father, John Gilmore, making disparaging remarks about his mother, Martha Gilmore, because of dowdiness. There is a fight in which Bob cleans up the two and some others who try to interfere and the party is broken up.

Gilmore, an unscrupulous promoter, takes Bob to task, accuses him of being drunk, and ends by disowning him. Bob, having packed his things, returns to the library in time to overhear the detectives accusing Gilmore of forgery. Thinking only of his mother, Bob goes to the wall safe, gets the cash, and, entering the library, takes blame for the forgery to shield Gilmore. They try to arrest Bob and in the fight which follows he escapes.

In New York lives Henry Morgan, known as a society man, an owner of a fashionable jewelry store. He worships his only child, Nell. Morgan leads a double life and, unknown to Nell or the rest of the world, is the brains of a gang of crooks, led by a man known as Spike.

The next day, following his escape, Bob meets his friend, Hargreaves, by appointment and turns over his personal fortune, securities, to be negotiated. He refuses to explain his connection with the fogery, the papers having carried the story. Telling Hargreaves to dispose of the securities, he says he will draw on him.

Bob steals back to his home to bid his mother farewell, and overhears a conversation which shows he is not the son of Mr. and Mrs. Gilmore. He also hears Gilmore trying to force Martha to turn over her private fortune to him. Then Bob takes a hand and wrings a written confession from Gilmore, that he, Gilmore, committed the forgery. With the parting warning that he will turn the confession over to the proper authorities if Gilmore ever mistreats Martha again, Bob leaves with a peculiar ring, with a heavy top set with jade, the only clue to Bob's real identity.

In the meantime in New York, John Zafara has visited Morgan's jewelry store, seeking trace of a certain antique ring. As Bob takes the ring from Mrs. Gilmore, she calls his attention to the letters "Mor" and "New Y——" and says she believes his father was a rich New Yorker. Just then detectives trailing Bob arrive, and he makes a thrilling escape on one of their motorcycles, the rest in full pursuit. As Bob reaches the railroad station a freight train is passing the loading platform. He drives his motorcycle up the platform and rides into the open door of a box-car. The motorcycle speeds on out the other door but Bob grasps the sill and drops to safety in the box-car.

Spike and his gang are in the same car, and before Bob is aware of their presence he is set upon. In the fight which follows the crooks, who are on their way to rob a safe, strip Bob of his coat and valuables and hurl him out as the train crosses a bridge.

Elmo Lincoln in

"Into the Chasm."

Episode 13.
"ELMO THE MIGHTY."

CAST.

Lucille Gray	Grace Cunard
Capt. Elmo Armstrong	Elmo Lincoln
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
Gray's Cook	Madge Hunt
The Mystery Man	James Cole

WHILE Armstrong was being slowly drowned by the rising tide, as he lay tied to the huge rock on the shore of the bay, Lucile was being tortured to surrender information concerning the black bag containing the evidence that Blighton was so anxious to regain concerning his guilt in the governmental plot.

The Ringo Range Ranchers who had been scouring the hills for the man who had shot their "boss" at the Ringo Ranch rescued Armstrong, but Lucile was carried away by the Blighton gang.

She escaped from them, however, rode back to the ranch, and induced the old "boss," badly wounded though he was, to get out the old stage coach and drive to the next village. The Blighton gang allied themselves with an adjoining ranch which was at war with the Ringo Rangers. Lucille was attacked while in the coach and became once more captive. Armstrong, with the help of the Mad Menace, pursued the gang. As they attempted to cross a bridge suspended across a chasm, supported by nothing but ropes, the enemy on the other side shot and broke the ropes in two, and Armstrong was dashed down the sides of the cliffs of the chasm.

"The Fighting Sheriff"

Two-Reel Western Drama.

CAST.

Mary Adams	Magda Lane
Jim Wilson	Pete Morrison
Edgar	Duke Lee
Andy	Andy Waldron

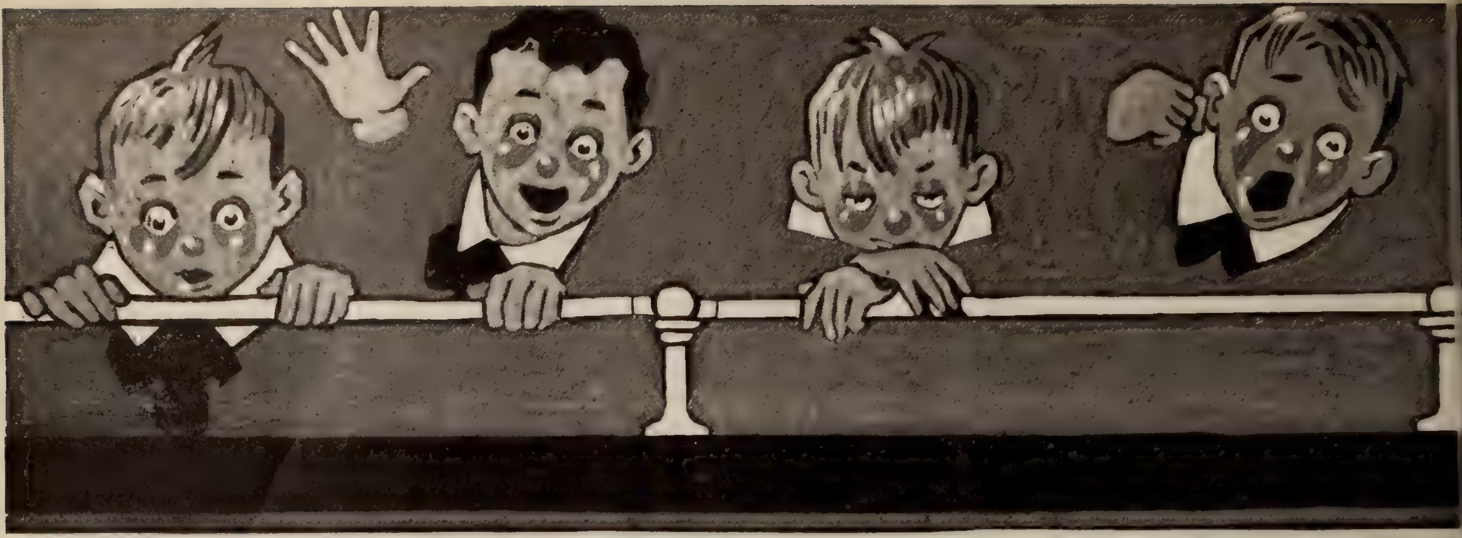
DESERTED for days at a time through the mysterious disappearance of her husband, who fails to explain his absences, Mary Adams is nearly distracted. Big Jim Wilson, the sheriff and a girlhood sweetheart, assures her of his protection.

Sheriff Jim swears to exterminate a band of daring cattle thieves. But the chief rustler escapes the posse. The brother of one of the dead cattle thieves threatens to avenge his death. He rides to the home of the chief rustler—who is Edgar Adams—ransacks the house and ties Mary Adams to a chair. Mary learns the true character of her husband. Jim, the sheriff, rescues her from the intruder, but Mary conceals her new sorrow from him. Jim lifts her to her feet and in a moment their love for each other is revealed. They decide never to meet again and Jim goes in pursuit of the cattle rustler.

Edgar arrives home. He admits everything and pleads for another chance. He tells Mary to start across the desert in a wagon and he will join her on the other side.

Sheriff Jim learns of Adams' flight, and at last overtakes and captures him. He starts back with his prisoner but the water supply is exhausted. He encounters Mary Adams, in a similar situation. The wife refuses to return without her husband and the sheriff will not permit her to remain while they go on. At last Edgar Adams steals from the prairie wagon what he believes is a water-bottle but in reality is "snake cure," a deadly poison if taken in an overdose. He empties the contents of the bottle, and falls dead.

The barrier is removed, and Jim, taking Mary in his arms, starts home.



They just eat it up —— Get wise !

ELMO

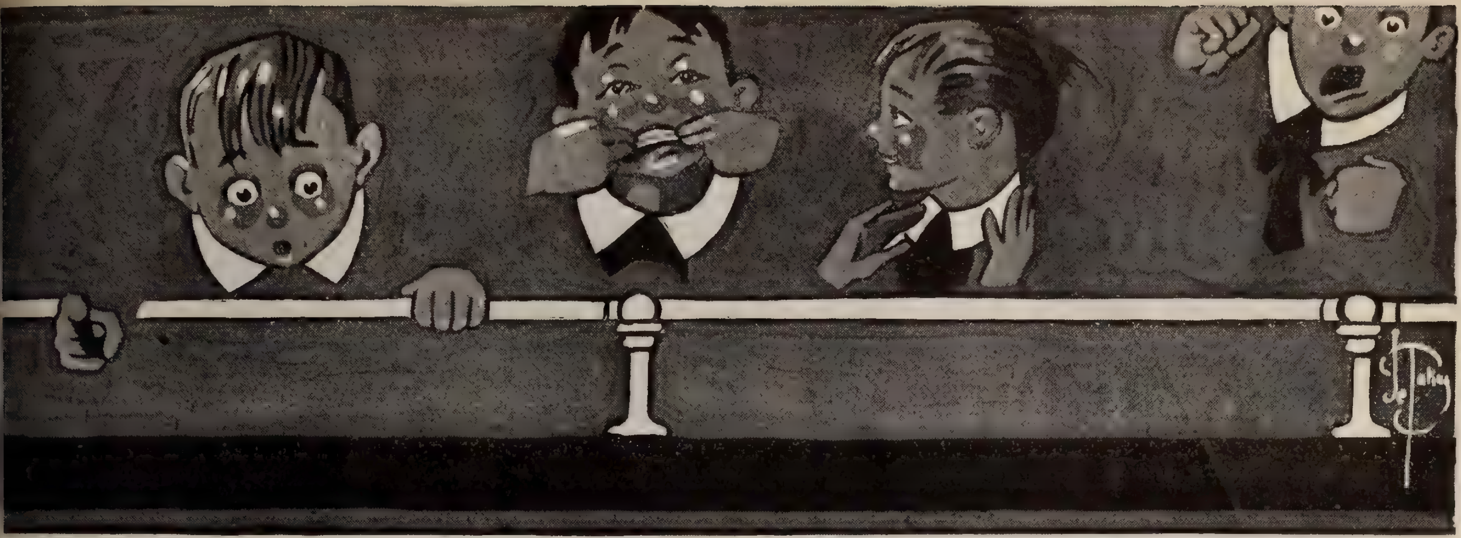
IN

"ELMO THE

READ THIS BY WM. C. MILLER, OF THE VARIETY, CINCINNATI

I THINK "ELMO THE MIGHTY" the most wonderful serial ever produced by the Universal or any other company. I decided to book it last Friday and visited your office to find out when I could show the first episode. Your booker told me it was open for that day, and I put it on that night.

YOUR NEAREST UN



and holler for More ! ! !

— and book

LINCOLN

MIGHTY"

A PACKED HOUSE WITH ONLY 4 HOURS ADVERTISING

WITH only four hours' advertising I packed and jammed my house to capacity, and have since then shown the second episode to a turn-away business. I assure you that pictures like "ELMO THE MIGHTY" mean big money for exhibitors, and I am glad to pass on this word to others in the business who are looking for attractions which will make them big profits."

ERSAL EXCHANGE

Ask Your Patrons to Send Us IDEAS!

Almost every patron of your house has ideas as to ways in which pictures can be made better, or more interesting, but they don't know how to get them into our hands.

Did you ever realize that you can make good friends of these people and tie them up tighter to your house by giving them the chance to see some of their ideas on the screen? Ask them to send us any novel idea which they may have, and if we can use it we will pay them for it. You can pass around slips conveying this information or you can make up slides. In helping us you will be helping yourself. Tell them to address The Moving Picture Weekly.

UNIVERSAL

of —

Harry Carey

in

Bret Harte's
Famous Classic

"The Outcasts of Poker Flat"

Harry Carey
in the Character of
John Oakhurst
in
"The Outcasts of Poker Flat"

UNIVERSAL SPECIAL ATTRACTION

THE
CHICAGO AMERICAN
Said —

"THE UNOSTENTATIOUS MR. CAREY IS THE MOST HUMAN OF ANY OF THE WOOLLY BREED OF PICTURE ACTORS, INCLUDING THE SPECTACULAR MR. MIX, THE SOULFUL MR. HART AND THE PERSISTENTLY CHEERFUL MR. FAIRBANKS. MR. CAREY FITS INTO THE 'OUTCASTS OF POKER FLAT' AS IF HE BELONGED THERE. HE PLAYS JOHN OAKHURST AS IF HE WERE AT LEAST A LINEAL DESCENDANT OF THAT GRAND OLD SIDNEY CARTON OF THE RED WOODS."

To which we simply add this—If for no other reason than the criticism given by the American relating to Carey's greatness, it's to your highest interests to see, book and advertise this big Universal Special Attraction to the very limit, giving your patrons new scenes, new twists, new thrills and the great Carey.

BEAUTIFUL
OLIVE TELL
in
"THE TRAP"
From the Famous Story by
RICHARD HARDING DAVIS
and JULES ECKERT GOODMAN
A UNIVERSAL SPECIAL ATTRACTION

The MOVING PICTURE WEEKLY

SEPTEMBER 6 1919
VOL. 9 NO. 3

FRITZI BRUNETTE
IN
"The WOMAN UNDER COVER"

"Let's go See the Girl who Married Charlie Chaplin!"

Mrs. Charlie Chaplin

Mildred Harris

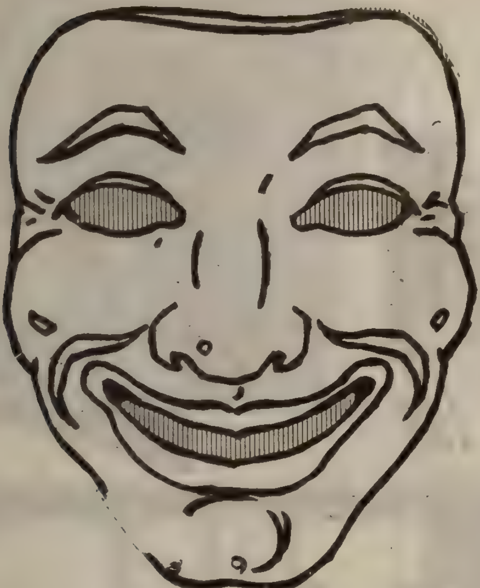
in **Lois Weber's**

Production de Luxe

"HOME"

The Story of Everygirl

UNIVERSAL-JEWEL



OKEH KOMEDY

Neal Burns in

"AS YOU WERE"

One of those brisk, breezy little up-to-date comedies that people dote on, because they're fun in good clothes. Not slap-stick stuff, but simply ridiculous situations, plus a lot of good comedy acting by a first rate company. You're sure to please with NEAL BURNS in "AS YOU WERE"—and with every OKEH to come.

UNIVERSAL

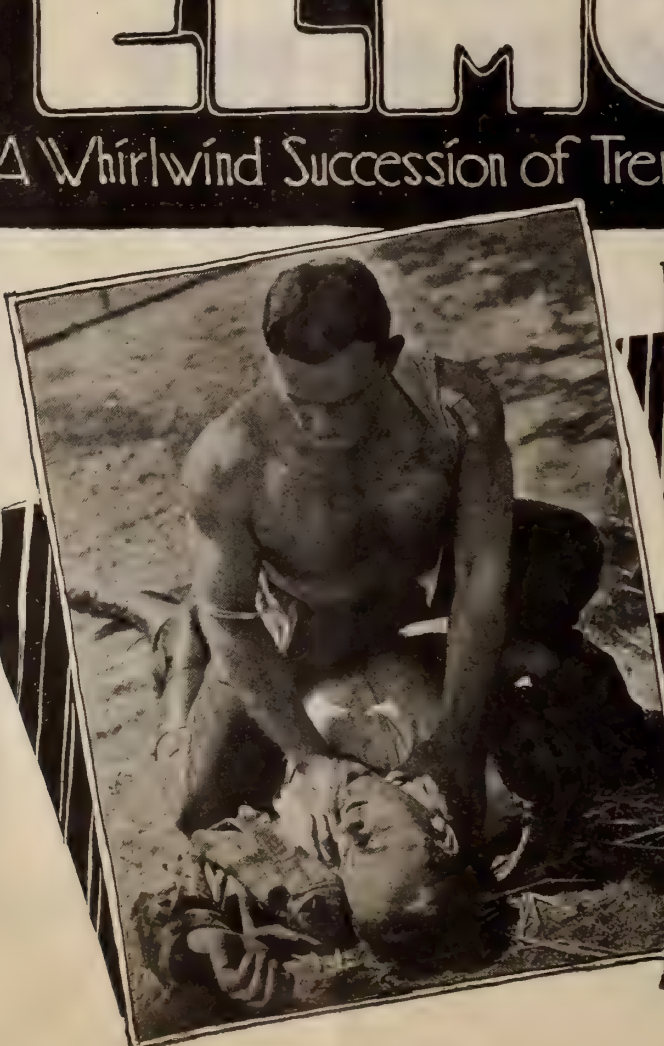
Some of the Scenes

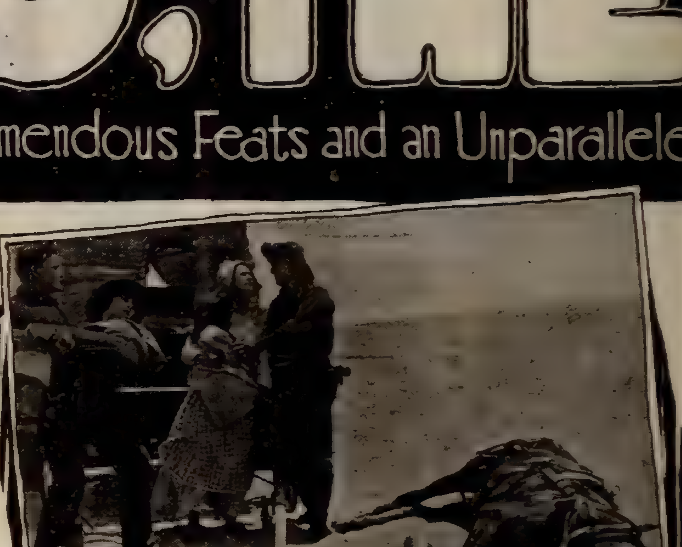
ELMO LINCOLN

Supported by Grace Cunard *in*

"ELMO, THE

A Whirlwind Succession of Tremendous Feats and an Unparallele





That Are Making

MIGHTY"

oney-maker among Serials

He showed to 1100 people in an 800 - pop. town!

'It has always been my claim that my house vas too big for the town in which I am located. However—when I ran "ELMO THE MIGHTY" am pleased to say that my house was too small! I could not accommodate the people. I an truthfully say that, in the last six years, I ave not had such a serial in my house. Its vonderful box-office attraction is such that I an't describe in words what I think of it.

'The peculiar part is this—Yukon has a popuation of only 800 people and is a poor show town—yet I played to 1,100 people in one day!"

ANDY BATTERTON, Mgr.,
Lyric Theatre,
Yukon, Penna.

UNIVERSAL

RAINBOW COMEDIES

26 of them

as follows

13 of them will be the real "whirlie girlie" type of fun fests. Fast and furious frivolity, with the prettiest girls on the Pacific Coast, to which will be added dashes of "pep" and plenty of the old slap-stick fun that never fails to draw the laughter.

13 of the celebrated comedies, featuring "Charlie from the Orient" in a few, and novelty comedies in the rest of this group. Rainbow Comedies will spend the money to produce the comedies that will go over with any audience. All you have to do is SEE THEM. Arrange for that now.

Ask your Exchange Manager about these Comedies NOW

NOW BOOKING THROUGH ALL UNIVERSAL EXCHANGES

Now being Advertised by and Shown in

Hundreds of the finest Theatres

The Series of the three thrilling

MAJOR ALLEN'S

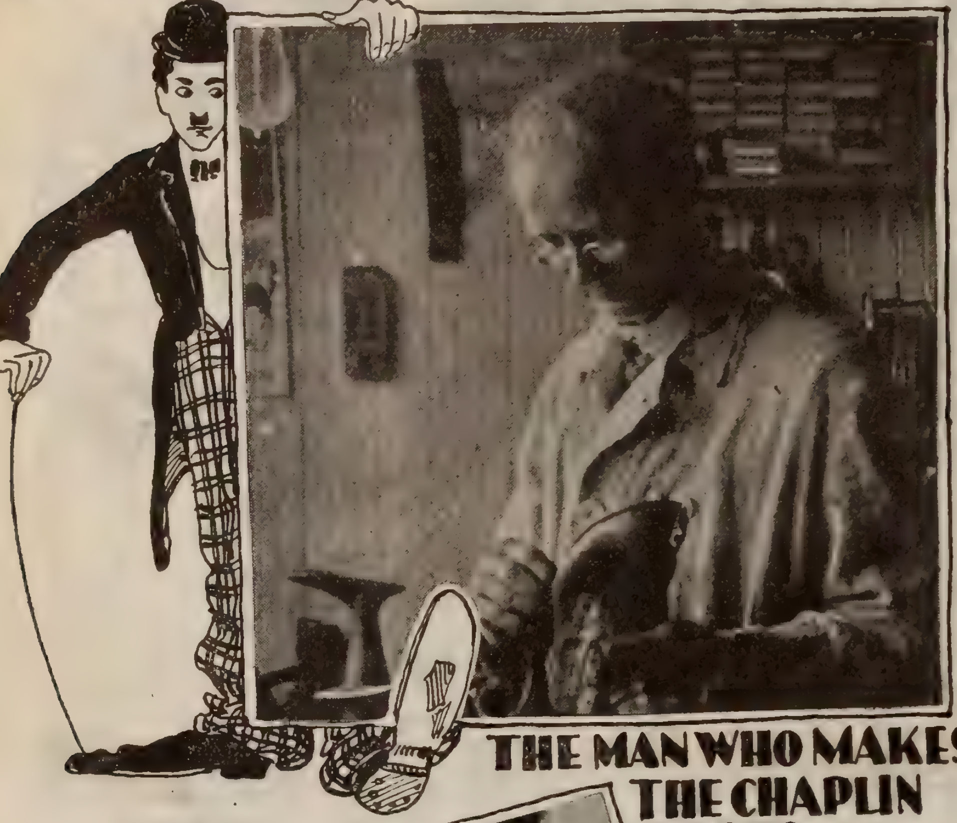
WILD ANIMAL HUNT PICTURES

NO theatre is too big, too fine for these absorbing wild animal features. At the RIALTO, in New York, the audience went wild over them. Now hundreds of great houses are showing them—book them at your U. Exchange today.

Number One
"TRAILING THE LEOPARD"
Number Two
"BEAR TRAPPING"
Number Three
"LION TRAPPING"

YOUR NEAREST UNIVERSAL EXCHANGE

Reels of Things



THE MAN WHO MAKES THE CHAPLIN SHOES

TELLING you things that you don't know—that's our pet specialty.

How does Charlie Chaplin get those shoes? Find 'em? Steal 'em? Buy 'em somewhere on Main Street? No, sir! They gotta be made—and here's the man who does it. All C. C. imitators need his address.

Know how to write an open letter to your girl that will get by Papa Censor? See "Invisible Writing" in the NEW SCREEN MAGAZINE—and keep out of trouble.

Lady Exhibitors—are you "hep" to the latest tea-cup manners? Better get next—the cost of china is riz!

Irishmen everywhere! Don't let people know that you don't know where the only successful mono-rail road in the world is operated. See the NEW SCREEN MAGAZINE—see it—book it today.

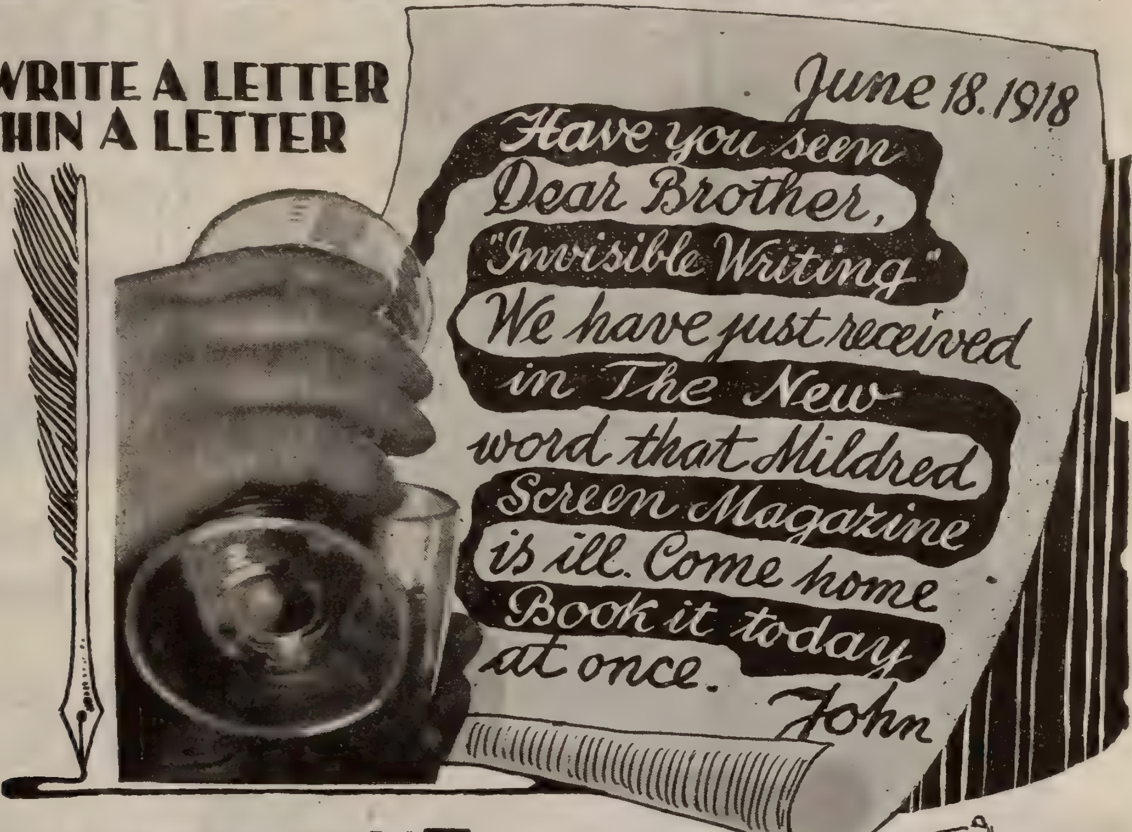
OH, THAT TRICKY TEA-CUP!

The New Screen Magazine

UNIVERSAL

You Don't Know

HOW TO WRITE A LETTER WITHIN A LETTER



June 18. 1918
Have you seen
Dear Brother,
"Invisible Writing"
We have just received
in The New
word that Mildred
Screen Magazine
is ill. Come home
Book it today
at once.
John

THE NEW SCREEN MAGAZINE

THE TRAIN
THAT CAN'T RUN OFF the TRACK

A CENTURY IN BETWEEN

A GREA

Written by **RICHARD**

America's Most

"THE

featuring
Beautiful

Olive Tell

UNIVERSAL SPECIAL

PLAY

HARDING DAVIS

Famous Author

TRAP

EVERY play that RICHARD HARDING DAVIS ever wrote was a complete success—every story he ever penned was a positive work of art. When he was only twenty-five he was known to every playgoer and novel reader in the country, and today he ranks in the minds of your audiences as America's most famous author. "THE TRAP," which he wrote in collaboration with Jules Eckert Goodman, is DAVIS at his best—a picture filled to the brim with strong and logical action. Played by beautiful Olive Tell, this powerful drama has an appeal to the eye and mind that is certain to afford complete satisfaction.

ATTRACTION

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 9. SEPTEMBER 6, 1919. No. 3.

Three New Allen Animal Films

MAJOR JACK ALLEN STARTS ON SECOND WILD ANIMAL SERIES

MAJOR JACK ALLEN, who has completed a series of three wild-animal stories, has just signed another contract with Mr. Laemmle at Universal City to direct another similar series. They will be marketed like the first series, under the general title, "Major Allen's Animal Hunt Pictures." The first three, "Trailing the Leopard," "Bear-trapping," and "Lion-trapping," are now sweeping the country in a surprisingly convincing fashion. Many theatres are featuring them over their five-reel attractions. The new series will be eagerly awaited. All these stories are in one reel.

PRISCILLA DEAN signs ---

WORD has just been received at the home office from Mr. Laemmle, at the coast, that Priscilla Dean, Universal's phenomenal star, has just signed another long-term contract with the Universal Film Manufacturing Company.

Since her illness last spring Miss Dean has done no picture work whatever, and meantime her contractual relations for the next year came up. Happily, Miss Dean has fully recovered and is anxious to go to work immediately. So the new contract was signed quickly and satisfactorily to both parties.

Mr. Laemmle is busy providing stories and directors for this dynamic star and no effort will be spared to make her future stories more extraordinary in every way than any of her previous productions, which include "The Wildcat of Paris," "The Wicked Darling," "The Exquisite Thief," and "Pretty Smooth." She will have two directors all the time; one to cut and prepare a new scenario while the other directs the current one. It is considered probable that Miss Dean's productions will be released either as Universal-Jewels or as special Priscilla Dean Productions. The method of release has not as yet been settled. The first production will be announced soon.

Hail, Poet

WELL, boys, did you know that we had a poet in the ranks? You'll say we have when you read the following poem.

Cliff Blanchard, publicity manager of the Minneapolis office of the Universal Film Exchanges, Inc., contributes it, inspired by Dorothy Phillips' latest super-production, "The Right to Happiness."

"The Right to Happiness."

I have not gold, I have not fame,
Good Fortune, ah, that fickle dame
Gives me not one caress.
My furrowed brow each day is wet—
(To live the common man must sweat)
What, for my labors, do I get?—
"The Right to Happiness."

In life I crave not high estate,
Nor do I whine about my fate,
And shameless, I confess
That I'm content when eve draws nigh,
With stars a-twinkling in the sky,
I've earned what gold could never buy:
"The Right to Happiness."

When storm clouds mar the sky above,
And hate destroys our brother-love,
And ushers in distress,
Should I bow low my head and moan,
That Right sits not upon her throne?
Or should I claim what is my own?—
"The Right to Happiness."

God speed the hour that brings relief
From pain and sorrow, woe and grief,
And all that does transgress
The Right to wend our happy way
Through life, until the blessed day
When man to man shall not gainsay:
"The Right to Happiness."

—CLIFF BLANCHARD.

What Harrison Says About "The Right to Happiness"

with

DOROTHY PHILLIPS

Lobby display of the Strand Theatre, Portland, Ore., Walter B. Armstrong, Mgr., for "Destiny."

DIRECTOR HOLUBAR can again feel proud for offering to the screen another worth-while special production. While the theme—discrediting Bolshevism—is not extraordinary, it is presented in an entirely different method from what other producers have done with similar subjects in the past. The author-director, instead of using yellow journalistic methods, attempts to persuade by appealing to the better instincts of the human mind, as well as to the common sense of men and women; and he is successful. The result is that a very large number of those who will be attracted by this picture in a theatre, should be well entertained.

It is a story of two twin sisters, daughters of an American living in Russia, who become separated during some Jewish massacre. One of the babies is picked up and raised by a kind-hearted Jewish family; the other is brought back to America by her father.

The heroine is reared in the hot-bed of Bolshevism. After the revolution she is sent to America to spread the Bolshevist doctrines. She becomes the leader. During a strike she leads the strikers and besieges the home of the mill owner, who happens to be her own father. Her sister, who is won to the strikers' side by the foreman, comes out to tell them she is in sympathy with them. The heroine, seeing one of the strikers about to shoot, puts herself before the girl. She receives the bullet. She is carried into the house, and dies in the arms of her father, who, because she looks like his daughter, asks the dying girl questions and finds out she is his lost daughter.

Miss Phillips, as the revolutionist, does one of the best pieces of acting in her career.—Jewel, Sept. 30.—8 reels. Through Universal Exchange.

TO THE PUBLIC!

THE very conditions that exist in Los Angeles during this hour of trial are graphically set forth in Allen Holubar's photodramatic thunderbolt, "The Right to Happiness," at the California Theatre, which has proven one of the most talked about film plays ever shown in the city.

So unprecedented has been the interest created by this great eight-reel masterpiece that it has been found necessary to hold it over for one more week, beginning today, at eleven o'clock.

It entertainingly drives home its powerful lesson, and is undoubtedly a tremendous contribution to the public safety in the uncertain hours of today.

Because it has been found necessary to continue this production for another week, Nazimova's sensational success, "The Brat," will be shown for a week, beginning next Monday.

(Signed) CALIFORNIA THEATRE.
Fred A. Miller, President.

Half-page advertisement of California Theatre, Los Angeles, announcing second week of "The Right to Happiness."

"Every One a Thoroughbred -I'll say so!"

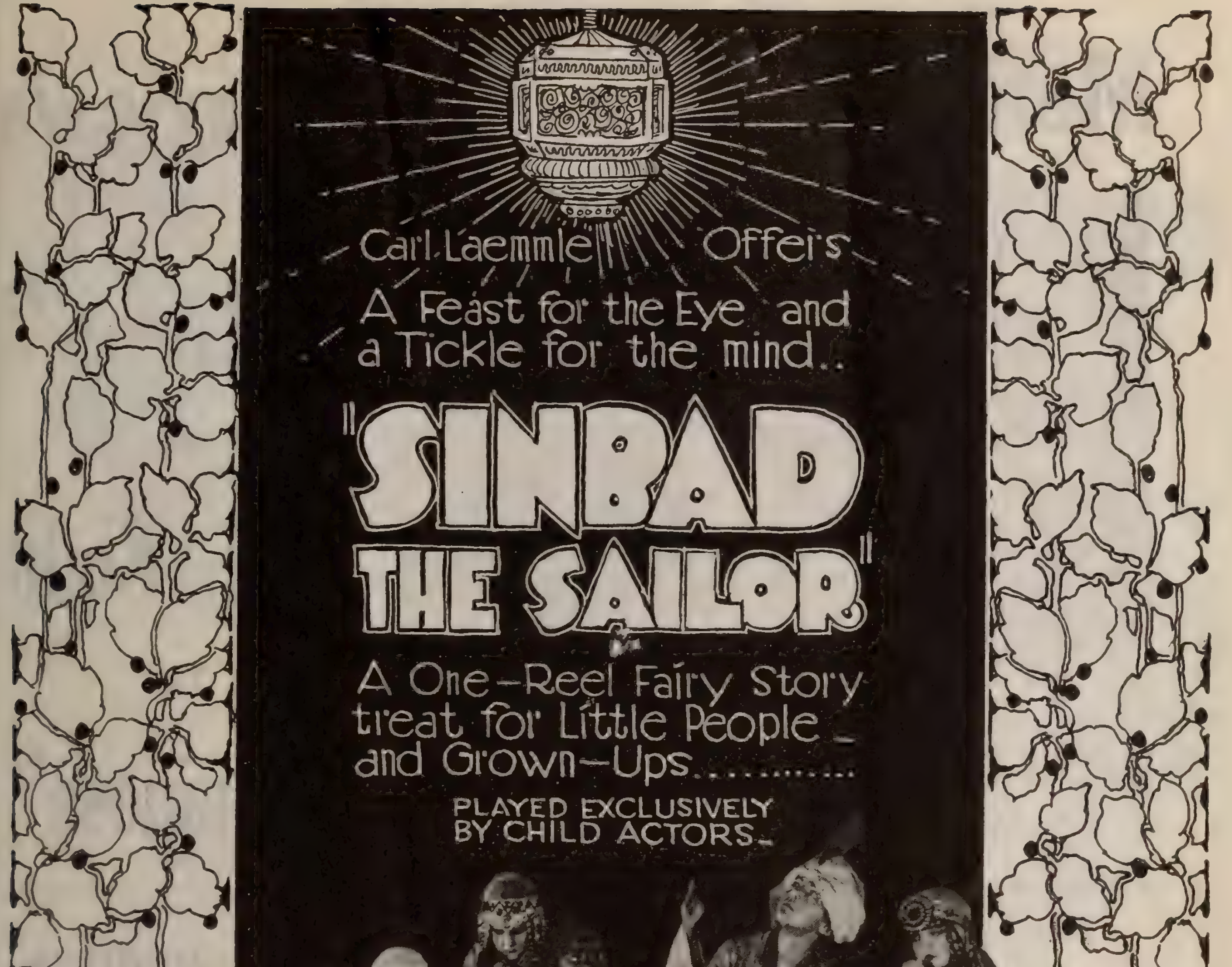
MARIE WALCAMP

THERE isn't—and there never was—any reason why a two-reeler shouldn't be precisely as artistic for its length as the mightiest feature is for its length. Some of the gems of literature are short stories—many of the finest paintings are almost thumb-nail size. We bore all this in mind when we started making this wonderful SPUR AND SADDLE SERIES, and when you see them you'll say we've succeeded. As MARIE WALCAMP herself says—"They're thoroughbreds—every one!"

Three are ready for you now at your Universal Exchange—following these will be one each week, the best that the best in the business know how to make.

TEMPEST CODY HITS THE TRAIL
TEMPEST CODY FLIRTS WITH DEATH
TEMPEST CODY RIDES WILD

The SPUR and SADDLE SERIES



Carl Laemmle Offers

A Feast for the Eye and
a Tickle for the mind..

"SINBAD THE SAILOR"

A One-Reel Fairy Story
treat for Little People
and Grown-Ups...........

PLAYED EXCLUSIVELY
BY CHILD ACTORS.

UNIVERSAL

Motion Picture News Reviews

Lobby of the Superba Theater of Los Angeles, for showing of Harry Carey in "The Outcasts of Poker Flat."

ON "Home" AND "The Right TO Happiness"

"HOME"

(Jewel-Universal)

HUMAN STORY HAS HEART APPEAL AND A MORAL

LOIS WEBER'S latest contribution to the screen, "Home," is a human little play and one that is founded upon an excellent moral. The value of home, that there is no place like it in the wide, wide world, is woven into the pattern with rare delicacy, if not a great deal of dramatic force. It is such a simple story that the author-director's gift of compression might have been used to advantage, for it would be dramatically stronger in three-quarters of the footage. However, Lois Weber always has something to say and something with a moral. So "Home" has its appealing qualities even though it isn't big in any way.

Two homes are contrasted to emphasize its theme. One is a princely palace where wealth and luxury rule, the other is a modest cottage which generates love, faith and happiness. The object of the drama is to point a lesson—a lesson which places a value on home whether it may be a manger. The action drags when the heroine persists in staying at the house of wealth when she has realized its shortcomings.

The story is in no way novel nor dramatic, but it interests because of its human quality. Mildred Harris brings out its values excellently, assisted by a well-rounded cast. —Length, 6 reels.—LAURENCE REID.

"The Right To Happiness"

(Jewel-Universal)

"THE RIGHT TO HAPPINESS" will be one of the most talked of pictures of the year. You have not seen the opening chapter before you realize that you are in the presence of a rich subject—a subject which presents a powerful theme, is dramatically told, and one which sweeps forward with a mighty crescendo. If you have been skeptical of Allen Holubar's ability as a director, even though he sponsored "The Heart of Humanity," you can appreciate now that his talent is no mere flash. He reveals himself as a born storyteller, a gifted dramatist, and a master director.

It is a rare entertainment he has achieved. To force the moral home he has made it timely through economic problems which are facing the world today. The conflict of Capital versus Labor, the menace of red revolution, the cause of the downtrodden, are themes which are deftly interwoven into the framework.

And the moral is emphasized throughout. No loopholes are discernible. Mr. Holubar has builded well. And to present it forcefully the emotional talents of Dorothy Phillips are called upon.—Length, 8 reels.—Laurence Reid.

Happy-Handsome **Jack Perrin**

in a

galloping 2-reel Western Love Story

"THE JACK OF HEARTS"

JUST the kind of a happy-go-lucky, thrilling, big-natured Western two-reeler that people chuckle over happily—a little fun—a little romance—some breezy outdoor settings and a happy wind-up, all put over with a punch by an interesting company of able players.

UNIVERSAL

Mary MacLaren

in that wonderfully appealing picture which has won every critic in the land.

"A PETAL on the CURRENT"

A UNIVERSAL SPECIAL ATTRACTION

Let the Titles Tell the Story!

TITLE No. 99—"Why, man! You're crazy! You can't marry an actress and retain your social standing!"

TITLE No. 100—"Your position and your business are none too secure since your wife's death—"

TITLE No. 101—"You're only a little brother of the rich—just barely inside the door—one false step—"

TITLE No. 102—"—and you'd be done for!"

Carl Laemmle
offers an
All-Star Cast
in
A Thoroughbred
American Picture

Brother of the Rich"

A
UNIVERSAL SPECIAL
ATTRACTION

From the sensational novel by
JOSEPH MEDILL PATTERSON

When you see this Picture, you will know what Universal can do

SYNOPSES OF CURRENT EVENTS, No. 34; "SINBAD, THE SAILOR," "AS YOU WERE," NEW SCREEN MAGAZINE AND HEARST NEWS, No. 34.

Current Events,

No. 34.

Yankee Heroes of Many Battles Are Honored by French.—New York City.

John Barleycorn Is Halted at Border as "Enemy Alien."—El Paso, Tex.

Sub-Titles. — Custom inspectors search all baggage for "red eye" at International Bridge crossing the Rio Grande. Relieving a "Mex" of some carefully hidden liquidated revolution. Inspiration for a border raid under his hat. Custom inspectors board the El Paso-Juarez trolley car and examine all passengers.

"Ould Sod" Babies Win Irish-American "Kiddy" Show Prizcs.—Chicago, Ill.

"Black Jack" Pershing—An Intimate Camera Study of the Man.—Paris, France.

Fisherman's Nets Help Reduce Cost of Living.—When Puget Sound yields its salmon run.—*Bellingham, Wash.*

Sale of Army Food Starts With Rush; Many Eagerly Buy.—New York City.

Gettysburg's Sacred Battlefield As Seen From An Aeroplane. Gettysburg, Pa.

Thousands Acclaim Prince of Wales at Halifax.—Halifax, Nova Scotia.

"Sinbad, the Sailor"

Two-Reel Special.

CAST.

Sinbad	**George Hupp**
Heiron	**Raymond Lee**

IN Bagdad, Sinbad goes to a cabaret and there becomes enamoured of a dancer. He becomes slightly intoxicated and a fight ensues. A free-for-all battle takes place, and in the confusion, Sinbad manages to escape. Believing that he would be better off away from Bagdad, Sinbad determines to sail on the next ship. After many experiences on board the boat, a terrific storm breaks, and the ship is wrecked. Sinbad has managed to find an old tub, and in this he is set afloat on the sea. At last he reaches an island, and there he seeks shelter in a rook's nest. The bird returns, however, and Sinbad, frightened, realizes that he must adopt unusual measures to get away. He clings to the rook's foot, stabs the bird with the knife, and the rook flies over the tree tops with Sinbad hanging to its foot.

Near this island is a kingdom which is searching for a worthy husband for the Princess. The King announces that the man who can go to the country of the Diamonds, and bring back the most valuable, can marry the Princess. Heiron, a villainous character whom the Princess cannot love, determines to get the jewels and the hand of the Princess. With his aides, Heiron finds the valley of the Diamonds, but is unable to gain access to the country. Sinbad, meanwhile, is carried clinging to the bird's foot, into Fairyland. He watches the fairies at play, and finally the Fairy Queen shows him the location of the diamonds. He takes the most valuable of the jewels, carrying them away.

Then he happens to meet Heiron, who is consumed with jealousy that this stranger has accomplished what he himself has failed to do. Sinbad learns, however, of the offer of the King, and hastens to show him the jewels. According to his promise, the King accords Sinbad all honor and the hand of the Princess. Sinbad immediately falls in love with the Princess and she with him. Heiron is insane with jealousy, and plans revenge.

Heiron then mobilizes all his followers and plans an attack upon the palace and upon Sinbad. The attack takes place, and amid a terrific battle, Sinbad attempts to defend the Princess and the King. At last, however, Sinbad and the King are victorious. The troops are disbanded, and Sinbad and the Princess are married.

They live happily ever after.

"As You Were"

Okeh Comedy.

CAST.

Neal Burns	**Neal Burns**
Josie Smith	**Josephine Hill**
Mr. Thompson	**Alfred Allen**

WHEN Neal Burns came back from war he had two ambitions. They were to get his old job back with Mr. Thompson and to marry his sweetheart, Josie Smith. He did not know it, but Josie had been holding down his old job and did not want to give it up. Being afraid to tell Neal that she is going to keep his job, she writes him a letter about it. Hearing him coming into the office, she makes a grab for the letter as she hides, but only rescues the first sheet. The top of the second half begins like this:

"I really do love you, and if you will have lunch with me at Victor's Cafe at eleven o'clock I will explain it all.

(Signed) "Josie Smith."

Can you imagine how Neal felt? His girl in love with the fellow who would not give up his job? He would just go to that cafe himself, he would. And he did. Through a mix up he found his boss, Mr. Thompson, and Josie lunching there alone. After a few strenuous moments all was satisfactorily explained, and Neal got his old job back and his girl, too.

(*Screen Magazine No. 28 is on page 22.*)

New Screen Magazine,

No. 29.

THIS excellent Screen Magazine opens with a view of Lookout Mountain, famous for the battles fought there during the Civil War and now widely known as a health resort. Grandma Martha E. MacDonald, a 101-year-old resident of Jamestown, Tenn., may have lived part of her life there, but the editor is silent on this point except as to contiguity of continuity. If you want to know what's in the old horse pond near your house, this magazine will tell you. It will also show you how iodine is made and how a watermelon may be evolved from the head of a negro boy. Signor Falconi tells you how to test your sweetheart's character and Mme. Schumann Heink shows you how to bathe a baby. There is also a wonderful futurist movie of the popular screen star, Dorothy Phillips.

Hearst News,

No. 34.

Pacific Fleet Gobs Get Key to City of Angels (Omitted from Los Angeles).—Great armada arrives with Secretary Daniels aboard the flagship. —*Los Angeles, Cal.*

No Beef Shortage As Congress Probes High Cost of Living.

Greatest Crowd See Reds-Giant Pennant Battle.—New York City.

Sub-Titles. — Gonzales, of New York, makes a two-base hit. And then fields third. "Home, James!"—for a sad night on Broadway—Cincinnati wins!

Cost of Living Doesn't Worry Mexico's Citizens.—Housewives prepare the torxilla dinner by rolling flour as the Egyptians did centuries ago.—*Juarez, Mexico.*

Bronco Busters Thrill Gobs of not unlike a turn at the wheel in a heavy sea.—*Los Angeles, Cal.*

Canada Extends Royal Welcome to Prince of Wales.—St. John, N. B.

"Indoor Sports" Cartoon by "Tad." —Listening to two traveling salesmen spill a line of chatter for the benefit of the frail steno.

Punch !
and
Power !

Action !
and
Force !

Speed !
and
Drama !

POLO

The Herculean Wonder of the Screen in his electrifying series of

10 Cyclone Smith Adventure Stories

Each Two-reeler Complete in Itself

"A PRISONER FOR LIFE"
"A PHANTOM FUGITIVE"
"THE WILD RIDER"
"CYCLONE SMITH'S COME-BACK"
"A PISTOL POINT PROPOSAL"
"CYCLONE SMITH PLAYS TRUMPS"
"THE MISSING BULLET"
"DOWN, BUT NOT OUT"
"CYCLONE SMITH'S PARTNER"
"FOR LIFE"

YOUR NEAREST UNIVERSAL EXCHANGE

Publicity for "The Woman Under Cover"

ABOUT THE STAR.

Fritzi Brunette has been playing leads with motion picture concerns for several years, although she is still in her early twenties. She is a product of Savannah, Georgia, and is the embodiment of the true American girl, athletic and daring. She rides, swims, dances and drives.

Next to her wonderfully expressive eyes, which have been made photodramatic capital in all her plays, her most striking feature is her raven-black hair. Fritzi Brunette assumed the last part of her name. However, even if she did not assume it, inevitably it would be thrust upon her. For when she was first an applicant among the extras at the studios—before she screened herself upward into the realm of stardom—directors referred to her as "that brunette." And there was no mistaking which particular little eager, ambitious young applicant they referred to. Fritzi Brunette is possessed of hair that is as black as night. Her eyes are gray-blue.

It had always been Miss Brunette's ambition to be a newspaper woman, in fact, before she went into pictures she was connected with a large metropolitan daily. She is seen in "The Woman Under Cover," her latest production, as Alma Jordan, the star "sob sister" on "The Morning Leader." Miss Brunette lived and breathed her part during the making of the picture and continually gave George Seigmann, her director, helpful suggestions in creating proper newspaper atmosphere.

"The Woman Under Cover" will be seen at the .... Theater ....

New Screen Play a Former Stage Success.

"The Woman Under Cover" Was Filmed from Sada Cowan's Familiar Play.

A newspaper "sob sister," her worthless brother, a handsome city editor, a matinee idol, his vampirish wife and a murder mystery. These are the elements making for dramatic interest and suspense which have been woven into the producing of "The Woman Under Cover," which received its first showing at the .... Theater last night. The production was filmed from Sada Cowan's stage play, "Playing the Game."

Fritzi Brunette, popular star that she is, has never done anything better in her career than her portrayal of Alma Jordan, the feminine star reporter on a metropolitan daily, who unravels the sordid threads of a theater murder and in so doing discloses that her own worthless brother is "the other man" in the affair.

George Seigmann, who served with Uncle Sam's forces across the sea, and who is remembered for his convincing work as Silas Lynch in "The Birth of a Nation," directed the filming of Miss Brunette's latest starring vehicle.

George McDaniels is seen in "The Woman Under Cover" as John McHenry, city editor of the Morning Leader, who is in love with his little star reporter and is constantly urging her to quit the newspaper game and become his wife. With the burden of a good-for-nothing brother on her hands, whom she has promised her mother to stand by, the little reporter will not listen to such an assignment. But the situation changes, and there comes a time when two persons promise to stand by Billy Jordan, the unfortunate victim of the murder. "The Woman Under Cover" will remain at the .... Theater until ....

ADVANCE STORY.

"We've got to do something smashing—something that will make the whole town sit up and take notice." Such was the edict that went out from the new owner of the Morning Leader following a director's meeting.

John McHenry, the city editor, shook his head dubiously. "Not a chance—unless——" and then he had an inspiration, "unless we can get something new on the murder mystery—something the other papers didn't get." He went to the phone and called Alma Jordan, the star feminine reporter, known in the parlance of the newspaper as the "sob sister."

There had been a murder at the Odeon Theater some time before. The star of the show, the idol of the hour, had been killed by a shot as he sat in his dressing-room during the last ensemble of the chorus. Circumstances pointed the accusing finger at the actor's wife—for she had quarreled violently and often with her husband. But the evidence against her was only circumstantial and the grand jury refused to indict her.

But Alma Jordan had a hunch as to who fired the shot that killed the Odeon's leading actor. And therein was The Leader's only chance for a big scoop. So she and the city editor, with the help of the owner of the paper, set a trap for the person they felt was guilty of the murder. But the suspected one slipped out.

But Alma Jordan persisted, and the murderer was brought to the law, but incidentally Alma's worthless brother was placed in a position that well nigh broke his faithful sister's heart.

That, briefly, is the story of "The Woman Under Cover," which brings Fritzi Brunette to the .... Theater ...., in the latest Universal photoplay, with George McDaniels, Fontaine LaRue and Harry Springler in her supporting cast.

NOTES.

The biggest murder case in recent years will be solved .... at the .... Theater when "The Woman Under Cover is shown. The production was directed by George Seigmann at Universal City and features Fritzi Brunette, George McDaniels, Fontaine LaRue, and an all-star cast. It is the story of a girl reporter who runs down the most sensational murder story in years and scoops the town for her paper.

Fritzi Brunette, the star of "The Woman Under Cover," a new Universal dramatic photodrama, coming to the .... Theater ...., is in private life the wife of Robert Daly, a well known author and song writer.

The famous Morosco Theater in Los Angeles, from which many successful plays have made their departure for Gotham, was leased for a week for theater scenes for "The Woman Under Cover," which may be seen .... at the .... playhouse. It is a Universal special attraction and was filmed under the direction of George Seigmann. Fritzi Brunette, George McDaniels, Fontaine LaRue are featured with an all-star cast.

Fontaine LaRue, who plays the rôle of Yvonne LeClaire, the musical comedy queen in "The Woman Under Cover," a new Universal feature, which opens at the .... Theater ...., played the part of the other Apache girl with whom Priscilla Dean had a hand to hand knife battle in "The Wildcat of Paris."

UNIVERSAL PRESENTS

FRITZI BRUNETTE

in

"THE WOMAN UNDER COVER"

A UNIVERSAL
Special Attraction

FRITZI

in

"THE WOMAN

Act 1

Act 3

Act 5

BRUNETTE UNDER COVER"

Act 2

Act 4

Act 6

Joseph Medill Patterson's Tremendous Success

A Little Brother of the Rich

Now Booking thru all **UNIVERSAL** Exchanges

Service Page for "The Woman Under Cover"

AT A GLANCE.

SUBJECT — "The Woman Under Cover."

LENGTH—Six Reels.

STAR—Fritzi Brunette.

PREVIOUS HITS—"The Sealed Envelope," "Playthings," "The Velvet Hands," etc.

DIRECTED BY—George Siegmann.

STORY BY—Sada Cowan.

SCENARIO BY—Harry Thew.

PRODUCED AS STAGE PLAY BY—Henry B. Harris Estate, under title, "Playing the Game."

SUPPORTING CAST—George McDaniels, Fontaine La Rue, Edward Cecil, Harry Springler, Carl Stockdale, Fred Gamble and Marion Skinner.

LOCALE—A New York newspaper office; the theatre; a fashionable apartment.

TIME—The Present.

THUMB-NAIL THEME—The story of a "sob-sister" on a metropolitan newspaper, her worthless brother, the complications that grow out of a mysterious murder, and the developments that are unearthed when the sob sister seeks to get a "scoop" on it for her paper; how she is finally rid of her worthless brother and finds true love in the heart of her city editor.

ADVERTISING PUNCHES.

1—Play up the fact that "The Woman Under Cover" is a big vital story of modern journalism, filled with the romance of the daily press and the footlights.

2—The all-star cast, featuring Fritzi Brunette, George McDaniels, Edward Cecil, Fontaine LaRue and Harry Springler.

3—The graphic glimpses behind the scenes of a Broadway musical comedy.

4—The realistic manner in which both the newspaper and theatrical professions are depicted. The Morosco Theater was hired for the theatrical scenes, and experienced newspaper men were called upon to sanction the newspaper atmosphere.

5—The popularity the story achieved as a stage production under the name of "Playing the Game."

6—The excellent directing of George Seigmann, who served in France.

7—The solving of a murder mystery that baffled the police, by a newspaper in order to boost its circulation.

8—The pathos of a good woman clinging to a worthless brother because of a promise made to their mother.

9—The elaborate stage settings for the theater scenes and the admirable photography through the picture.

Story by Sada Cowan.

Directed by Geo. Siegmann.

CAST.

Alma Jordan	Fritzi Brunette
"Mac"	George McDaniels
Billy Jordan	Harry Springler
Yvonne Leclair	Fontaine LaRue
The Star	Edward Cecil

THE STORY.

JOHN M'HENRY, the city editor and acting manager of "The Leader," is in love with Alma Jordan, the paper's most capable "reporter." In her heart there is response, but as long as her drunkard brother Billy is dependent on her she will not leave him. However, Yvonne Le Claire, has infatuated Billy. One night Yvonne kills her brutal husband behind the stage and Billy is the sole witness. He uses his knowledge of the crime as a club to force Yvonne to promise to marry him, in spite of the fact that she is disgusted with him.

Yvonne becomes a star and sets out to secure wealth and position in the person of Richard Collins, a rich, well-bred man, who loves her sincerely. Billy tells Yvonne if she throws him over he will publish the real story of the murder. She calls his bluff, and Billy tells "Mac," who is eager to avail himself of the tip to increase "The Leader's" dwindling circulation. The story of a drunken man is not enough. Mac lays his plays. Alma is sent to interview Yvonne, who, instead of confessing, threatens her with Collins' power.

The next day Mac sends Alma to Yvonne's apartment while she is out. Billy, who has come to make Yvonne run away with him, hides in the library. Yvonne comes in with Collins, who does not discover, as Yvonne does, that her lover and his sister are under her roof. Yvonne throws herself on Collins' mercy, telling him everything. Alma takes notes, Collins starts for the library to phone "The Leader" and "kill" the story, but Yvonne blocks the way. Suspicious, her fiancé puts her aside in time to see Billy flee. He accuses her. "What else could I do?" sobs Yvonne, "but even then he sold me to his sister's rotten paper." At these words Alma phones to the Leader that the story is O. K. and drops to the floor. Collins leaves Yvonne, disgusted. Yvonne sends for Billy, intending to kill him. "If the story has got to come out," she screams, "and I've got to pay—I'll pay for something!" She levels the gun at Billy, coming through the portiéres. Warned by Alma, Billy turns off the lights. The police, hearing the shot, arrest Yvonne, and Alma confesses to Mac that her brother is the obstacle to their marriage. "We'll both take care of him," said Mac.

ADVERTISING DISPLAY LINES

The city editor scooped the world when he won the heart of his girl reporter.

How much money does it take to buy off a newspaper when the city editor loves the girl reporter who scooped the town? See "The Woman Under Cover" at the ——— Theatre.

"Playing the Game" was an appealing story of the speaking stage; it is even more brilliant as a Universal photodrama, called "The Woman Under Cover."

The world may end, Death may stalk abroad, but the paper must go to press. See "The Woman Under Cover."

See the life of a newspaper "Sob Sister" vividly portrayed by Fritzi Brunette in "The Woman Under Cover."

"Let me be your city editor for life," he said. "You'll always be on on the front page of my heart," she told him. And they went to press for eternity.

Two Moving Picture World Reviews

"The Man in The Moonlight"

Six-Reel Universal Subject, Features Monroe Salisbury in Sinister Role.

Reviewed by Robert C. McElravy.

THE purpose of life is to live—until one is hanged. This is the personal philosophy of Rossingnol, the character played by Monroe Salisburyy in this six-reel Universal number, "The Man in the Moonlight." The story as a whole is an unusual one and exerts quite a strange fascination upon the spectator.

The scenes are laid in the Northwoods, but except for a few opening flashes, there is nothing of the ordinary drama of the Canadian fastnesses in this. The brief prologue, for such it amounts to, pictures the flight of one Louis Delorme from his home and family. He is lost to them for a period of two years. At the end of this time news comes that he had escaped prison with one Rossingnol, a criminal of remarkable traits.

Rossingnol appears on the scene like a Fra Diavolo, accompanied by his henchman, a comical fellow, who pretends to be a poet. These two parts are admirably depicted, and the mystery is added to by the mysterious woman, who loves Rossingnol. Many of the scenes are taken on a moonlight night, when Rossingnol induces a young bride, Louis' sister, to accompany him as guide over the "Road to Death." At the end of the trail Rossingnol meets with a dramatic end and the bride is returned to her lover. The story, as a whole, is well developed, and holds the interest firmly, though it closes, leaving much to the imagination.

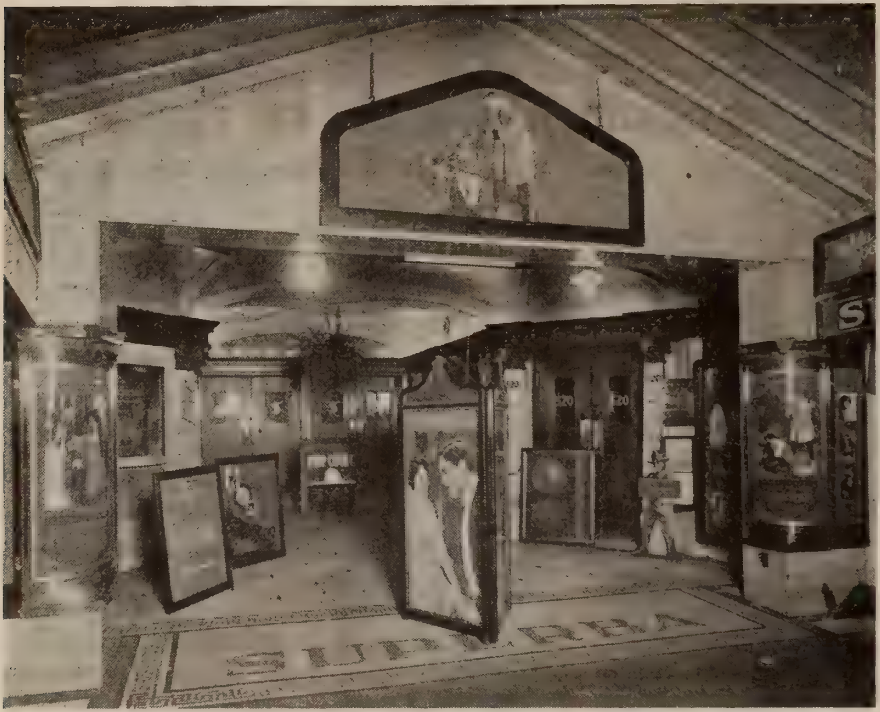
"THE TRAP"

SIX-REEL UNIVERSAL SUBJECT FEATURES OLIVE TELL IN DRAMATIC STORY. REVIEWED BY ROBERT C. McELRAVY.

EXCELLENT technical skill has been employed in this six-reel Universal production, entitled "The Trap," based on the original play of Richard Harding Davis and Jules Eckert Goodman. It is presented by a large and interesting cast of players, headed by Olive Tell, who plays the role of Jean Carson. The plot complications are innumerable and yet have been so carefully woven together that little confusion results in the mind of the spectator.

The drama remains close to the surface, scarcely touching the deeper emotions at any point, yet it rises always to a logical and effective climax. It presents as a whole a high form of dramatic artifice. The first scenes occur in Alaska, where Jean Carson, daughter of a prospector, teaches school. She is beloved by three men, one of whom she marries early in the story, and a second later, when the New York period is reached. The heroine thinks her first husband is dead, but the villain of the piece accuses her of bigamy for purposes of blackmail.

Olive Teel screens uncommonly well and accomplishes some good work in this, though a few of the close-ups seemed unnecessary. Rod LaRocque is a highly picturesque and satisfying villain. Jere Austin and Sidney Mason both appear to advantage in more heroic roles.



Lobby of Superba Theatre, Los Angeles, dressed for "The Spitfire of Seville."

IN view of a mix-up in last week's Weekly, part of the issue carried Screen Magazine No. 28 and part carried No. 29. Both are therefore run in this issue. No. 29 on page 18, and No. 28 below.

New Screen Magazine,

No. 28.

MONORAILROADS are scarce. New Screen Magazine, No. 28, shows one of the few. It is located in Ballybunion, Ireland, and is only one of the picturesque features of the Killarney Lake region. By aid of a remarkable cartoon we are shown what most people never even imagined existed—an ant dairy. It is also difficult to believe that five hats can be made for a dollar, but they can. Lillian Russell shows you how smiles increase your beauty, while Sig. Falconi shows you how to read your lover's character. While old Dad Watson, the eighty-year-old bear hunter of the Cumberland Mountains, is showing you how young he is our own parlor chemist shows you how to make ordinary window glass. There is also a futurist portrait of James J. Corbett, Universal star.

Famous Writers Contribute to Big Features

Companies at Universal City Busier Than Ever.

TWELVE new stories, all of them by well known novelists, magazine writers and film authors, are now being put into scenario form at Universal City for use in the forthcoming fall and winter productions.

The list includes: "The Peddler," and "Germaine," by Henry C. Rowland; "No Experience Required," by Frank R. Adams; "Myself Becky," by W. Carey Wonderly; "The Strange Case of Cavendish," by Randall Parish; "Wits and the Woman," by Violet Irwin; "The Beach Comber," by J. G. Hawks; "The Breath of the Gods," by Sydney McCall; "The Hillman," by H. Tipton Steck; "Ambition," by Allen Holubar; "Clothes and Treachery," by Mahrah de Meyer; "Betty Reforms," by Mildred Considine, and "A Man of Wrath," by Frederic J. Jackson.

"The Peddler," by Rowland, appeared in the Saturday Evening Post and is to be Monroe Salisbury's next starring vehicle. Douglass Gerrard will direct the screen version of this popular story.

"No Experience Required" was published in the Blue Book, which has featured many of Frank R. Adams' best known short stories. It is to be produced by Paul Powell with a selected cast to support Mary MacLaren. Adams has also written for the Cosmopolitan and the Red Book.

W. Carey Wonderly, who wrote "Myself Becky," is a prolific scribe, his stories of real life having appeared in Smart Set, Snappy Stories and kindred publications. Mary MacLaren is to be starred in this story, which Tod Browning will direct.

"The Strange Case of Cavendish," the popular novel by Randall Parish, is to be made into an eighteen-episode serial, which Reeves Eason will direct. Eason was Allen Holubar's directorial assistant in the producing of "The Heart of Humanity." Kathleen O'Connor and Jack Perrin will play the leads.

"Wits and the Woman," a novel which has just been published by Sam Maynard and Company, is also to be made into a chaptered melodrama.

Elmo Lincoln, the star of "Tarzan of the Apes" and the recent serial, "Elmo the Mighty," is to be featured in "The Beach Comber." J. G. Hawks, the author, wrote Monroe Salisbury's last starring vehicle, "Sundown Trail," as well as many of William S. Hart's and Dorothy Dalton's successes. Rex Ingram is to direct this feature.

Sydney McCall's well known novel, "The Breath of the Gods," is to be Tsuri Aoki's first Universal starring vehicle. It will be directed by Rollin Sturgeon.

"The Hillman," by H. Tipton Steck, was specially written for Carey by the well known film author. Steck also prepared the continuity. He will be remembered for his cleverly woven scenario for Bret Harte's "The Outcasts of Poker Flat," a recent Carey release.

Dorothy Phillips is to be starred in "Ambition," a story which Allen Holubar, her director, has written for her.

"Betty Reforms," by Mildred Considine, is to be produced by William C. Dowlan, who just finished Arthur Somers Roche's mystery story, "Loot." He will use a carefully selected cast.

Frederic J. Jackson, who wrote Carey's "The Ace of the Saddle," has written "A Man of Wrath" for the western star. It will be produced following "The Hillman."' Jackson is a well known magazine author, who has also written extensively for the screen.

In addition to these feature productions the Universal has an entire separate scenario department at work, under William Pigott, buying the best literary material available for two-reel comedies.

Mary MacLaren

ALL the critics who have seen this inimitable comedy-drama have given it a good word. More—they've called it "rich"—they've said it had more humanly humorous stuff in it than many another for a good many years—all this in addition to its very real drama.

in that delightful comedy drama

"The WEAKER VESSEL"

is a picture of small town characters in their own surroundings and then in the big city—kindly but searching—humorous, but action-full—replete with the delightful "characters" we all know, and just as full of good, honest thrills. If you see even as little as half a reel you'll book it just as sure as fate. Try it and see.

Said she (remorsefully)
"You'll never forgive me for spoiling your suit."
Said he (gallantly)
"Give me a raincoat and I'll come here every day."
A UNIVERSAL SPECIAL ATTRACTION
WHICH IS A JOY FOREVER - BOOK IT WITHOUT FAIL

SYNOPSES OF "DEADLY ENEMIES," "FLAMES OF FURY" AND "LONESOME HEARTS AND LOOSE LIONS."

JAMES J. CORBETT in

"Deadly Enemies"

Episode 2.

"THE MIDNIGHT MAN"

CAST.

Bob Gilmore (Jim Stevens)	James J. Corbett
Nell Morgan	Kathleen O'Connor
Henry Morgan (Nell's father)	Joseph Girard
John Gilmore	Frank Jonasson
Martha Gilmore	Georgie Woodthorpe
Hargreaves	William Sauter
Spike	Noble Johnson
John Zafara	Orral Humphrey
Arnold	Joseph Singleton

BOB escapes by grasping one of the girders, hanging on until the train passes and climbing up the trestle in time to drop on top of the next train. The next day the country is startled by the account of his death, blown to bits by the premature explosion of a charge intended to open the safe in an express office. The confusion occurred through one of a band of safe blowers having worn Bob's clothes. The would-be robbers are Morgan's gang and the next day they report to the leader that Shorty had been killed in another's guy's clothes.

Bob is satisfied to allow his death to be believed, as it will take the police off his trail. On his way to Harris' apartments he meets Nell Morgan and earns her gratitude by beating up a bully who had abused her bounty. She recognizes him for a better person than he looks, but he will not let her help him. Nell asks him who he is, and is astonished to hear him say: "That's just it. Who am I?"

Bob tells Harris all about his affairs so far as he knows them, adopts another name—Jim Stevens—and starts out to learn who he is. His only clues are the ring and his mother's impression that the letters "Mor" had something to do with the name.

A series of strange robberies take place in the houses of wealthy men whose names began with "Mor." Papers only are stolen and a card with the question, "Who am I?" and a crescent and star signet are the only clues. This is done to attract attention.

A Hindu named Ramah sees the notices and plans to follow the detective, Steve Arnold, who is trying to solve the mystery.

Nell hears a noise the next night in the library and comes downstairs quietly. She holds up "The Midnight man," as the mysterious burglar has come to be called. She telephones for the police, but in the excitement the "midnight man" escapes. He is followed, however, by the Hindu, who jumps on the tire case of the car. Endeavoring to overcome the Midnight Man, the steering geer jams and the car goes through the railing of a high bridge. Bob catches the edge by one hand. The ring is on that hand. The Hindu draws his knife to cut off the finger.

ELMO LINCOLN in

"Flames of Fury"

Episode 14.

"ELMO THE MIGHTY."

CAST.

Lucile Gray	Grace Cunard
Capt. Elmo Armstrong	Elmo Lincoln
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
The Mystery Man	James Cole

AS the motorcycle hung on the suspension bridge, Blighton and his gang cut the cables, letting Armstrong and the Masked Menace down into the chasm. They clung desperately to the flooring and managed to maintain their position, although the motorcycle crashed into the chasm below. Fearing that the Masked Menace, for whom they had a wholesome respect, might come around and attack them in the rear, Blighton and his gang decided to take Lucile away to Indian Joe's hut in the mountain. In the meantime Armstrong climbed up, hand over hand, and brought the bridge up after him so that the Ringo Ranchers could ride across. To throw off pursuit, Blighton's men turned the shoes of their horses about, but Lucile had dropped her handkerchief and several other articles, and this gave a clue to Armstrong and the Ringo boys.

Indian Joe had a unique contrivance for torturing his victims. It consisted of a sun glass. They tied Lucile to a post in front of a huge piece of leather, tanned very light, and then turned the sun glass on her with the intention of torturing her into revealing the secret hiding-place of the valise. In a few moments it became so hot that Lucile's clothing caught on fire. At this juncture Mexican bandits who had been allied with Blighton before discovered the approach of the Ringo boys and Armstrong. They decided to lay a plot for Armstrong. Just as he was about to unfasten Lucile he was roped and tied to the back of a horse without saddle or bridle. But the Masked Menace is still on the job and pursues the terrified horse, bringing him down with a lucky shot. He takes Armstrong on the motorcycle with him and attempts to cross the bridge again, but one of the bandits has seen him and fires a shot which dislodges Armstrong, who crashes to the bottom of the chasm.

"Lonesome Hearts and Loose Lions"

Directed by W. H. Watson.

Century Two-Reel Comedy.

(*Copyright,* 1919, *Century Comedy Company.*)

DAN, the village smith, was as free from good luck as a bull-frog is from feathers, and he had handled horseshoes all his life. His helper, Henry Sweet, was fond of hitting the nail on the head, and used a little pickanninny for his experiments. Trixie, a simple country maid, was out for her morning drive, but poor old Dobbin did not have the energy of a flea. She has one of her inventions with her—that of a liquid "pep"—and if the horse is injected with it he will go sixty miles an hour. She injects the horse and he goes so fast she can't control him. They land in the blacksmith's shop. Dan and his assistant both fall in love with Trixie. In the meantime a gentleman comes in with his Rolls-Royce-Henry, and complains that Henry is not feeling well. While Dan is fixing the machine Harry makes love to Trixie. In the flivver there is a big mysterious case, and when Dan by mistake tries to nail the tire just as he would a horseshoe, the owner becomes angry and opens up the case. A huge and ferocious lion jumps out and pursues Dan. He is very much frightened until Trixie coaxes the lion back into his cage. She then bawls out Dan for his cowardice. Dan discovers the "anti-pep" injector and, in order to show how brave he is, he volunteers to take Trixie and Harry to the zoo and he will go into the lion's cage. Harry is on to his scheme and changes the liquids from the "anti-pep" injector into the "pep." Dan comes into the lion's den and there are only about eight of them surrounding him. He tries the injector, but only makes them more furious, and Dan pictures himself amongst the angels. He manages to drag himself out of the cage, but has left an opening for the lions, and they all go out and run around the town. Great excitement follows, with a novel ending.

"DESTINY"

A Great Picture of the Mystery of Fate

IF you'll make full use of the Ads, Posters and Stories which we have prepared for this amazingly fine picture you'll have an overflow house—for two reasons. The first—because Dorothy Phillips is rapidly becoming one of the best known, best liked stars of the screen today. The second—because the keynote of the advertising and publicity is the Mystery of Fate—the one thing that everyone is interested in—that no one can miss—that all know holds drama, excitement and thrills. See this picture personally at your nearest Universal Exchange. You'll enjoy it and you'll see that all we say is true.

STARRING

DOROTHY PHILLIPS

AMERICA'S FOREMOST EMOTIONAL ACTRESS

UNIVERSAL
JEWEL
1600 Broadway, N. Y.

THE GREATEST LOVE-STORY EVER TOLD
"The RIGHT TO HAPPINESS

This Marvelous Dual Rol

DOROTHY PHILLIPS

in

YOU won't believe it until Dorothy Phillips, in the two characters, has passed and repassed many times before your eyes. For a moment, it seems almost uncanny—and then you recognize it for what it is—a combination of the most marvelous photography and the finest acting that the screen has ever known.

Same Mob — Same

AS VIVIAN—THE IDLE WOMAN OF SOCIETY

UNIVERSAL - JEWEL

is the Wonder of the Screen

"The RIGHT TO HAPPINESS"

VIVIAN, the girl who had everything and gave nothing. Sonia, the girl who had nothing and gave everything. See them, at the crisis of the picture, meet and kiss and love each other—the same actress, the same scene—two utterly different personalities. Verily, this is the wonder of the screen.

Actress — Same Scene

AS SONIA — THE LEADER OF A MOB

PRODUCTION DE LUXE

"THE RIGHT TO HAPPINESS" will be one of the most talked-of pictures of the year." —M. P. NEWS.

"Sure to be a big financial success."
SAMUEL L. ROTHAPFEL

"This should certainly be one of the big pictures this year. If you handle it right it should be a very big money-getter." —WID

"Will it be popular? Don't ask foolish questions."
—JULIAN JOHNSON IN PHOTOPLAY

"I feel that I was very fortunate in being able to see this wonderful picture. After the screening I immediately arranged for an indefinite run at the ROYAL THEATRE, in Kansas City."
—FRANK L. NEWMAN

"THE HEART OF HUMANITY"

Directed by Allen Holubar
featuring Dorothy Phillips

STILL

The Biggest Money-Maker that the Small Town can Possibly Show

AFTER running "THE HEART OF HUMANITY" two days in my theatre, I cannot refrain from telling you that it was the greatest picture we have ever shown, bar none.

We cleaned up on it—stood them out two nights, and everybody said just what I have told you—that it was the greatest thing they had ever seen. It certainly was a great pleasure to be able to show this feature, even though it was a bit late, and we are sure they enjoyed it just as well as they would have done months ago.

In fact, I can see no reason why a picture like "THE HEART OF HUMANITY" should ever grow old.

Very sincerely yours,
H. P. THOMPSON, Mgr.,
Liberty Theatre,
Pardeeville, Wis.

RELEASED THRU JEWEL PRODUCTIONS

A NORTHERN Drama which is a histrionic triumph for Dorothy Phillips and a scenic delight for the eye. Replete with character bits which the finished actors and actresses of this all-star cast make unforgettable. A picture as dazzling as its mighty snow-fields, while its drama clutches at the heart with a giant hand.

UNIVERSAL
Jewel
1600 Broadway, New York

Phillips

TO all those who played Dorothy Phillips in "The Heart of Humanity" the value in this great picture, with its huge cast and big scenes will be immediately apparent. To all others we say, simply—Dorothy Phillips has become America's foremost emotional actress. See "PAID IN ADVANCE" and you'll know the reason. See it today at your nearest Universal-Jewel Exchange.

IN ADVANCE"

THE LOVE OF GOLD AND WOMAN IN THE FROZEN NORTH

Played by AN ALL STAR CAST

Including Dorothy Phillips
Priscilla Dean
William Stowell
Lon Chaney

The "Go-get-em" Boys who Punished the Mexican Bandits

NEW YORK'S CAR STRIKE

THE 8th CAVALRY THAT WENT OVER THE MEXICAN LINE

WHEN an American starts out to "get" something, he gets it. We got the Boche a little while ago when he tried to get thru at Chateau Thierry—and we got the Mexican bandits in short order.—Here's a picture of the old 8th boys who went over that line like a herd of wildcats.

Make the same thing of your theatre. When you start out to get the best, the first, the world-coverer in News Reel make it your business to get it and get it right away. There can't be any half-way stop on this line. You've got to have the first and the best or none at all—competition that doesn't compete is only a joke.

Make your contract with the complete Hearst News Service to-day. Then and then only will you be "getting" your audiences.

A-L-W-A-Y-S

THE BIRTH
OF THE POLISH
REPUBLIC

earst News–
International News–
Universal Current Events

These three great News Reels cover the world

Equipped with these three you become a leader among the leaders. Give this important—yes—vital matter of news reels as much attention as you give any single feature production, and you'll settle it today and settle it right. Produced by International—released by Universal. See your Exchange.

-I-R-S-T

SYNOPSES OF "TEMPEST CODY FLIRTS WITH DEATH," "INTERNATIONAL NEWS, No. 34, AND "THE JACK OF HEARTS."

Marie Walcamp in

"Tempest Cody Flirts With Death"

Spur and Saddle Series No. 2.

CAST.

Tempest Cody	Marie Walcamp
Tex Andrews	Robert Anderson
"Silver" Marlow	Charles Brinley

TEMPEST CODY, half owner with Tex Andrews of the T Bar A Wineglass Ranch, is not nearly as concerned as her partner in the disappearance of more than a thousand head of cattle through rustling. She has made Tex promise to go to ride with her and is impatient of his delay. "Silver" Marlow, whose reputation is only sweetened by the money he seems to have, picks up Tempest's hair ribbon and refuses to give it back. Tempest finally goes alone on her ride.

The horse throws her, and she seeks shelter in a deserted cabin. She is astonished to see that the cabin is the headquarters of "Silver" Marlow, and in a few moments he drives a herd of her own cattle through the door of the cabin into the yard beyond. Tempest, who had hidden in one end of the cabin, in the endeavor to see what was going on in the yard, attracted the attention of one of the guards and is fired upon. In the excitement which followed, Tempest forces one of the outlaws to take her up behind him. But soon he is able to throw her off, and she starts back to the ranch on foot.

In the meantime Tex had gone to a dance-hall in Columbia to get information from the hangers-on, and the cowboys at the ranch had started out to look for Tempest. Tex picks up Marlow's trail and follows him to the cabin, where he is ambushed by Marlow's gang and wounded just as Tempest, at the head of the cowboys who have found her, attack from the other direction. Marlow decides to blow up the cabin and the tunnel in face of this double force and lights the fuses already prepared for such a contingency.

With the utmost intrepidity Tempest picks up the dynamite and hurls it among the rustlers. Then she turns her attention to Tex. While thus engaged she sees Silver stealing up from behind. Before he can move she has him covered.

"Now, darn you, give me my hair ribbon," she demands. Silver meekly hands it over and is delivered to the marshall for safe-keeping, while Tempest revives Tex.

International News,

No. 34.

Uncle Sam's New Type of Destroyer Passes Speed Test.—San Francisco, Cal.

Strike of Subway and "L" Trainmen Ties Up New York.—New York City.

Sub-Titles.—For one rainy, miserable day, Metropolis struggles about in motor trucks, jitneys and every conceivable vehicle. Surface cars develop a sudden popularity. Tops of Fifth avenue motor busses are crowded despite the rain.

On Guard On the Border!—Boys of the Eighth Cavalry who crossed into Mexico to avenge the kidnapping of two American aviators by Mexican bandits.—*Marfa, Tex.*

Sub-Title.—The border patrol at the International Bridge across the Rio Grande.

Fast Steppers In Sensational Races Thrill Spectators.—Philadelphia, Pa.

Sub-Title.—A thrill not on the programme.

Find Use for Spiny Cactus of the Desert.—"Spanish bayonet," curse of the ranchers and cattlemen, is harvested and made into rope.—*Newman, Tex.*

Thousands Stand In Rain to See Parade of Striking Actors.—New York City.

Sub-Title. — Miss Marie Dressler leads the chorus—but tights and jazz are lacking.

"Daughters of Neptune" Clash In Water Meet.—Here's a 75-foot swing and then some splash.—*Media, Pa.*

Sub-Title.—Diving that would make a mermaid jealous.

Pershing In Farewell Review Bids Good-by to Heroic Yanks of Army of Occupation.—Coblenz, Germany.

Sub-Titles.—Gen. Pershing thanks officers of the Army of Occupation and bids them "carry on." Banners of the Third Division—boys who fought so valiantly at the Marne—are decorated by the Commander in Chief.

International Presents First Pictures of the Birth of the Polish Republic.—Warsaw, Poland.

Sub-Titles.—Out of the chaos of world war has risen a great people. General Joseph Pilsudski, President of the new-born Republic, and Ignace Jan Paderewski, Prime Minister, proceed to the first convention of the Polish Parliament. General Pilsudski, the leader of Poland's war for Independence. Delegates to the Parliament—men long oppressed 'neath the autocratic rule of Austrian, Russian and German tyrants. Delegates representing the Jewish element of the populace. The peasants' delegates. The populace parades the streets with banners bearing the legend: "Hats off to Wilson!" General Pilsudski, whose military genius now assures Poland the glory that was once hers. Premier Paderewski, who directed from America Poland's political destiny, while Pilsudski was carving out her military fate with his sword.

"The Jack of Hearts"

Two-Reel Western Drama.

CAST.

Jack, the Man	Jack Perrin
The Prairie Dog	Hoot Gibson
Sheriff	M. W. Lindley
Mary	Josephine Hill

INTO the Prairie Dog's snug refuge dashes a disheveled and breathless horseman. He is ravenously hungry and very anxious to know if they have seen the sheriff. The Prairie Dog's bandits have just made a haul and are eating and drinking to their hearts content in token of their safety from pursuit. They take "Jack" to their hearts and feed him.

In a nearby gully a battered prairie schooner has come to anchor. Mary, the daughter, wanders away in the dark, and in the vain endeavor to find her way back to the wagon comes upon the bandits' cabin. Before she realizes the character of the place she is seized and they decide to gamble for her. Jack takes a hand with the others and wins her with a heart flush. The others, however, try to take her from him, and Jack, covering them with his revolver, throws the girl across his saddle and disappears in the nights.

Mary, who has been almost too terrified to make a sound, is astonished at the gallantry of her captor, but still has little faith in his honor. However, she is unable to bring herself to shoot him when Jack gives her his gun. While Mary is sleeping, a secret message is delivered to the sheriff, a posse is hastily organized and all but the leader of the bandit band are captured. The leader attacks Jack and the girl and is getting the worst of it as the posse comes up and arrests both men. Jack pulls back his coat and shows a badge. He is the sheriff of the next county and has been trying to get the Prairie Dog for two years.

The Biggest Drawing
Card in the Whole World
of Moving Pictures

Mrs.
CHARLIE CHAPLIN

Mildred Harris
in the
LOIS WEBER
Production

"When A Girl Loves"

JEWEL
Productions Inc
1600 Broadway New York City

MILDRED HARRIS
Winsome Star of the most fascinating Play of the Season
JEWEL Productions Inc.
1600 Broadway, New York City
"FOR HUSBA

LOIS WEBER

Director Genius of the Biggest Boxoffice Winner in months

JEWEL
Productions
1600 Broadway New York City

NDS ONLY"

"As tantalizing as a WINK!"

Mrs. Charlie Chaplin

"Borrowed Clothes"

Lois Weber's Production de Luxe

Very few plays of screen or stage have ever had as poignant a story as the one told here by Lois Weber.

And we doubt if any other actress than Mildred Harris Chaplin could bring it such exquisite charm in personal appeal in addition to her remarkable dramatic talent.

"BORROWED CLOTHES" is a picture which will live for years to come.

IN addition to the power of this story and its fine cast, which includes Louis Cody, "BORROWED CLOTHES" has settings which are nothing short of a delight for the eye. As always in a Lois Weber production, every detail bears the mark of the master - playwright. Show this picture with our absolute assurance that nothing finer can be found in the film markets of the world today.

JEWEL
Productions
1600 Broadway, New York City

The Greatest Serial Attraction in the World today

Just released

HE'S off! The barrier's up! He's started on the first lap! And it's going to be the fastest, classiest 18-lap Serial ever run on any track! With bigger crowds to watch and more applause than ever before, because it's big, genial, smiling Jim Corbett, for years the idol of Young America and nearly as long one of our most popular actors. His face is known to everyone from 8 to 80. He's the greatest serial attraction in the world today.

James J. Corbett

in the new Super Serial

"THE MIDNIGHT MAN"

A SERIAL built on a strong, dramatic and logical plot whose solution none of your audience will guess till the last of the last episode. Dressed up with title illustrations and trick openings till it might be termed the "Dress Suit Serial." See at least one episode without fail—today.

UNIVERSAL

HARRY CAREY

in "The Ace of the Saddle"

WID SAYS:

"Folks who like Harry Carey in even a fair degree are going to like him a whole lot more after they have seen 'The Ace of the Saddle'."

UNIVERSAL SPECIAL ATTRACTION

The MOVING PICTURE WEEKLY

Sept 13
Vol 9

1919
No 4

MONROE SALISBURY
in
"SUNDOWN TRAIL"

Carl Laemmle offers an

All Star Cast

in

a sensationally dramatic picture made from the famous Novel by Joseph Medill Patterson

"A LITTLE BROTHER OF THE RICH"

When you see this picture you will know what Universal can do

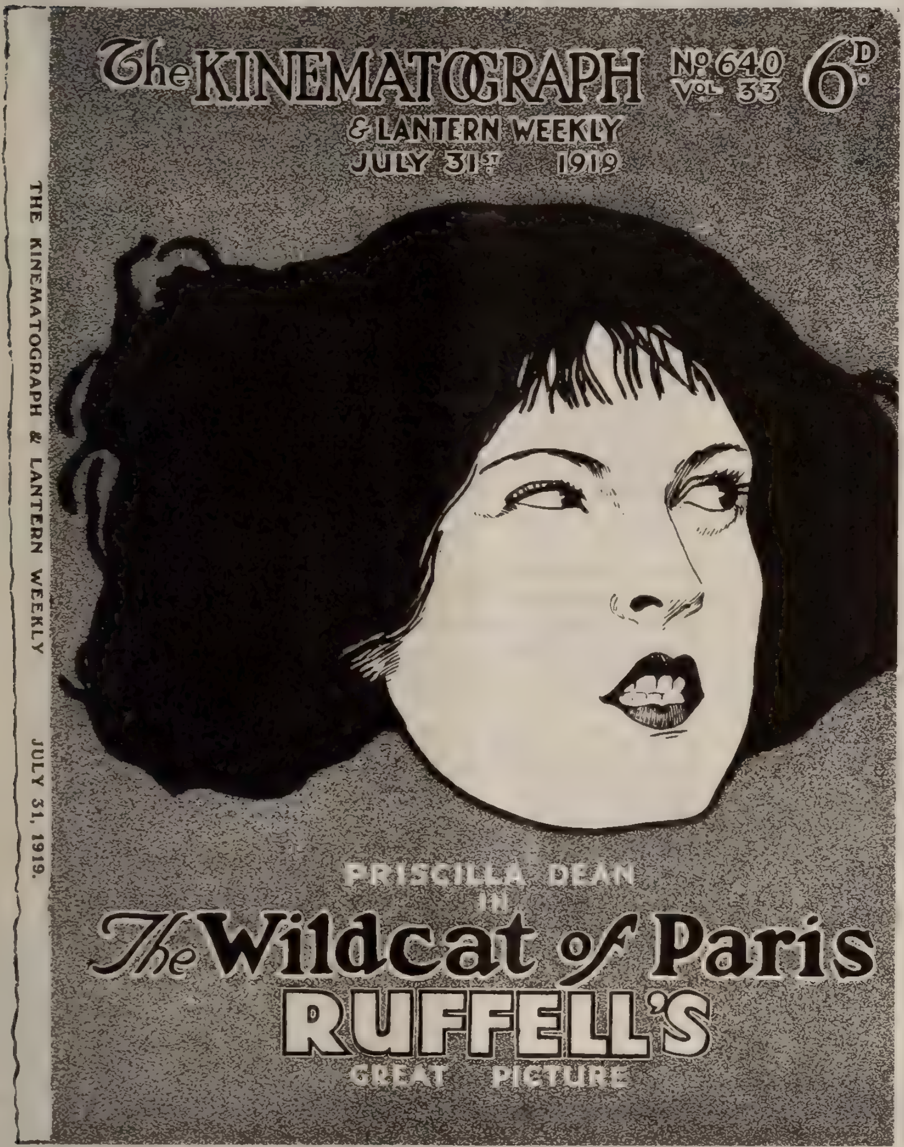
UNIVERSAL SPECIAL ATTRACTION

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* **TARKINGTON BAKER**, *Bus. Mgr.*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
VOL. 9 SEPTEMBER 13, 1919. NO. 4

"The Wildcat" Reaches London



Priscilla Dean, Universal's dynamic star, who has just signed another long-term contract with the Universal, is making a typical Dean conquest of England. "The Wildcat of Paris" was taken by the celebrated British distributor, "Ruffell's," who is initiating a big advertising campaign for her.

NEW USE FOUND FOR COLORED ADS.

FRED LEONARD, of the Glenwood Amusement Company, of Indianapolis, Ind., discovered a new use for the advertisements printed in the Moving Picture Weekly when he played "The Spitfire of Seville," the Universal production featuring Hedda Nova, at the Rialto Theatre, Indianapolis, recently. Leonard cut out the highly-colored ads which had been printed in the Moving Picture Weekly, had his artist do the lettering, then mountered the "cut-outs" and placed them in his lobby. The cut-outs made the most attractive kind of a display.

In addition to this, Leonard, despite the fact that the Rialto plays vaudeville in addition to some feature picture, featured "The Spitfire" in his advertising above his vaudeville, taking an extra amount of space in all of the Indianapolis papers. However, his efforts were well worth while, as bigger business during the four days that he played the picture resulted.

MOVIE MONK ON RAMPAGE.

AS the result of a three day's rampage in which time he wrecked his trainer's quarters at the Universal City arena, Joe Martin, the famous orang-outang of the screen, is now under constant surveillance.

Because the uncanny animal tore the door from its hinges, unlocked the wolves' cage, freed the elephant and created general havoc at the world's film capital, a close watch is kept over his quarters.

Jack Ketch, a splendid example of the Malamute dog, named for the notorious hangman of old England, has been assigned by A. C. Stecker, trainer-in-chief, to stand guard over Joe's door.

With teeth like a shark, weight to hold his own, and a battle record that shames the Malamute colony at Universal City, Jack Ketch is just the animal to make sure that Joe Martin does not escape again.

If Joe could catch the animal he could tear him to pieces with his powerful hands, but the wily dog relies on his speed and sharp teeth. All night Jack Ketch sits out in front of Joe's cage, much to the annoyance of that cultured star of the screen.

Erich Stroheim

Gaze on this man

This man's ambition is to make himself the most hated man on the screen.

* * *

He will succeed with the men, but we don't know whether the women will hate him or not.

* * *

He has just done a most amazing thing.

* * *

He has just finished directing one of the greatest screen productions ever made, AND IT IS THE FIRST AND ONLY PICTURE HE EVER DIRECTED.

* * *

His name is Eric Stroheim.

* * *

He played the role of villain in Allen Holubar's photodramatic sensation, "The Heart of Humanity," starring Dorothy Phillips.

* * *

When that picture was completed Mr. Stroheim went to Mr. Carl Laemmle, President of the Universal Film Manufacturing Company, and begged for the opportunity of directing a picture.

* * *

"Why, man alive! you're crazy!" was Mr. Laemmle's amused reply. "You never directed a picture in your life."

"I know it," was the response. "I know I never directed a picture. I know I'm crazy. But, I know something greater than all that. I KNOW I CAN MAKE A MASTER PICTURE."

* * *

Well, Mr. Laemmle has taken many a chance in his moving picture career. Most of them have been blessed with what is known as "Laemmle Luck." But the greatest chance he ever took was when, against the advice of the whole industry, he took a chance on giving an absolutely green, untried director a chance to make a huge production.

* * *

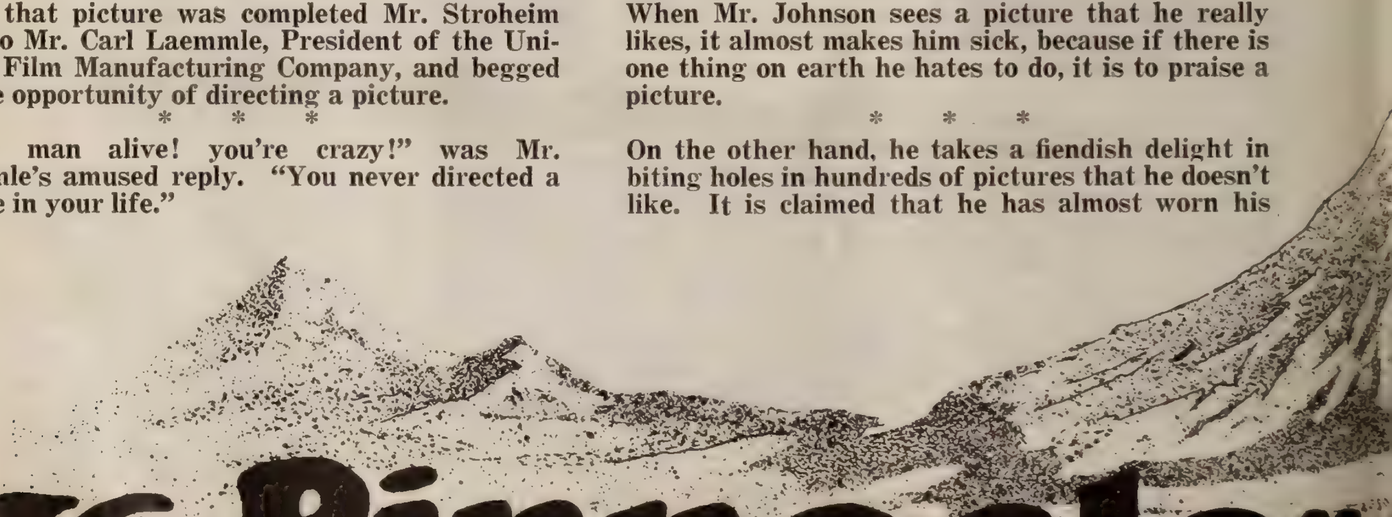
That's one part of the story. Now follow this: Julian Johnson, editor of Photoplay Magazine, and motion picture editor of the New York Evening World, is known to moving picture producers as the Chief High Crab of the Critics' Union.

* * *

When Mr. Johnson sees a picture that he really likes, it almost makes him sick, because if there is one thing on earth he hates to do, it is to praise a picture.

* * *

On the other hand, he takes a fiendish delight in biting holes in hundreds of pictures that he doesn't like. It is claimed that he has almost worn his



"The Pinnacle"

Julian Johnson

And then on this

teeth down to nothing biting bad pictures and good ones, too.

* * *

Now then, bear in mind that Mr. Stroheim has just made the first picture he ever produced in his life. Then bear in mind that Mr. Johnson loathes the very idea of saying that any picture is great. With this carefully planted in your mind, please read what the most criticalest critic in captivity says of the greenest director and the man who wants to be the most hated man on the screen.

* * *

Mr. Johnson writes in the New York Evening World:

* * *

"Remember Eric Stroheim, the irreproachable young German lieutenant of Mr. Griffith's 'Hearts of the World'?

* * *

"Well, Stroheim wrote a story of the Austrian Tyrol, entitled 'THE PINNACLE', and he not only sold the story to Carl Laemmle of Universal, but he also sold himself with it, as director, notwithstanding that he had never directed a scene in his life!

* * *

"The result is one of those miraculous things which often occur in novels, but seldom in real life.

* * *

" 'THE PINNACLE' is a flawless picture—an absorbingly interesting one—a powerful one.

* * *

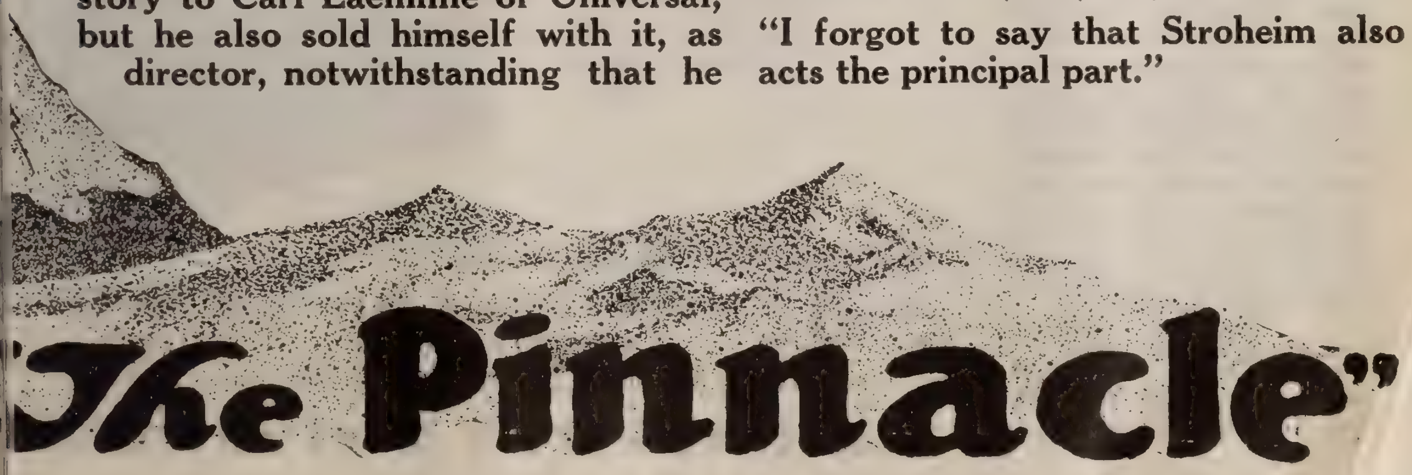
"I know, because I have just seen it, and certainly I was as much surprised as any. Directors no more spring full-armed from their mere intentions than do writers, or composers, or playwrights.

* * *

"But Stroheim did—proving that nothing is so contradictory as life.

* * *

"I forgot to say that Stroheim also acts the principal part."



"The Pinnacle"

"PERSHING THE WEAPON OF DESTINY"

1 REEL SPECIAL

AMERICA'S biggest man and biggest hero is coming home! The greatest figure in our whole military history, after Washington and Grant, is soon to have his wondrous welcome. His name will be on the whole nation's lips—put his figure on your screen. Here is an intimate story of his life—boyhood, young manhood, campaigns, a splendid review of his mighty work for us in France. Don't on any account miss this Special.

It's ONE REEL—you can work it in anywhere. But get it and get it now—sure.

Released Coincidently with the General's Arrival Home

PRODUCED BY INTERNATIONAL

RELEASED BY UNIVERSAL

TWINS

and on their selection hung the fate of "The Right to Happiness"

IF any one thinks that it is an easy matter to find twin children who closely resemble each other, and will screen well, they will do well to interview Allen Holubar, director of the big Universal-Jewel photoplay, "The Right to Happiness," which is Dorothy Phillips' latest production. As Mr. Holubar is both author and director of "The Right to Happiness," he has no one to blame but himself for the dilemma he floundered into and the vast amount of trouble he experienced.

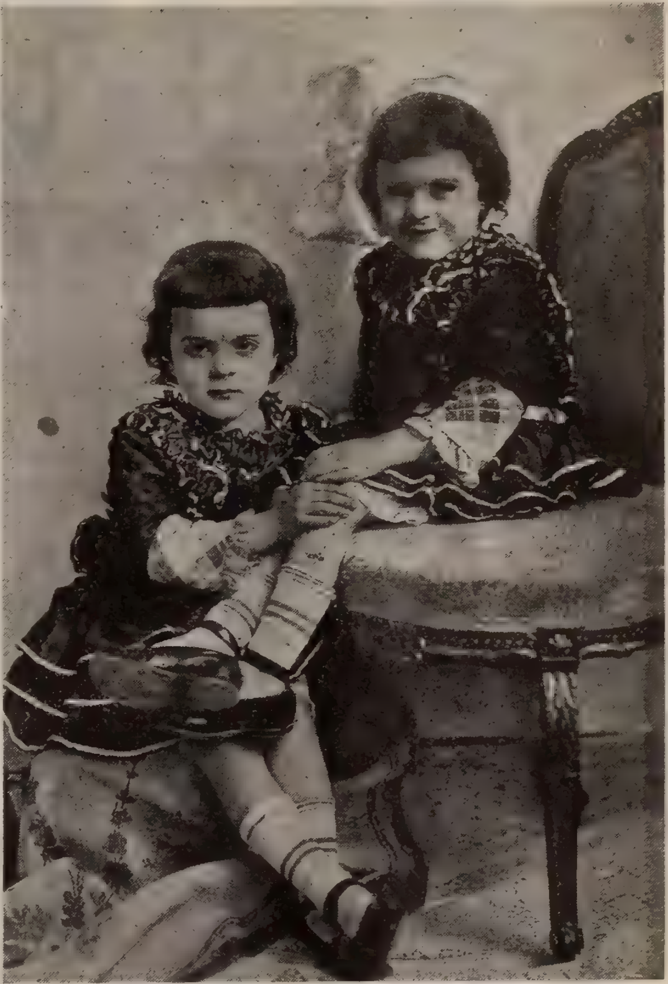
It is absolutely imperative that baby twins be shown in the opening scenes of "The Right to Happiness." Without them there would be no story. Little did Holubar dream that he would experience his greatest difficulty in this connection, and he paid no heed to the twin requirement, until a number of the big scenes of the production had been filmed. Then he began the quest for twins, and his worries started. As a matter of fact, it looked for a time as if the big photodrama was doomed to failure and all the money lavished upon it would be wasted. Mr. Holubar, realizing the seriousness of the situation, dropped everything in his search for twins.

Twins, Twins Everywhere, But Not a Pair to Film.

He found twins galore, but never had he realized how different twins were or how badly they could look on the screen. "It is surprising," he says, "the number of twins who have different colored eyes, hair and features." Numbers of them did not match in stature and he knew the public would laugh at his piece if he failed to show twins that were practically identical. Universal City was daily visited by throngs of mothers who had answered advertisements and brought their dual offspring to the studio. A small fortune was paid out in advanced railroad fare and hotel bills for these visiting but unavailable children.

Mr. Holubar, of course, seized the other horn of the dilemma and advertised far and wide in California for children that might possibly resemble one another closely. They came, although unrelated, from even as far as Arizona and Utah. Even mayors of cities vouched for resemblances "that you cannot tell apart." But arriving at the studio the difference was quickly apparent and even in some cases the children were filmed only to find that that never erring truth-teller, the camera, showed up their differences all the more.

Meanwhile, the big production proceeded and "The Right to Happiness" was practically completed, save the first scenes, where there had to be twins, and twins that looked like twins. It was here that Miss Dorothy Phillips took a hand in matters. The star in the production didn't propose to let a small matter like a pair of twins stand in the way of her artistic future. She set forth on an automobile tour of Southern California and after days of peering and searching, not to mention some embarrassing situations she found herself in as a result of snooping about private homes, she found two children who certainly resembled each other so closely that it was difficult to tell one from the other.



The Misses Esther and Rachael Moline, of Alhambra, Cal., who saved "The Right to Happiness."

Miss Phillips sent this brief wire to the director:

Alhambra, Cal., July 9, 1919.
Holubar, Universal City, California:
Eureka! Have the needed twins. PHILLIPS.

Miss Phillips had no easy task in persuading the plain and home-loving mother to journey with her to the studio. The father had to be consulted, and he proved a rare person; he didn't think much of "movies" anyway. However, the persuasion of the actress and a goodly financial offer won, and off the twins were packed to Universal City. It should be stated here that they are the Misses Esther and Rachael Moline, their Biblical given names at once giving a clue to the parental objection first registered against a motion picture appearance.

Meanwhile, Director Holubar awaited their arrival in a Missourian state of mind. Up to the very arrival of the children he remarked that Miss Phillips was probably carried away by her own anxiety in the matter and said he would count on nothing until "shown."

The five-year-old girls certainly backed up their discoverer and looked the part. They even weigh within half a pound of one another. So closely do they resemble each other that Mr. Holubar was obliged to put a white ribbon on one to distinguish her from the other.

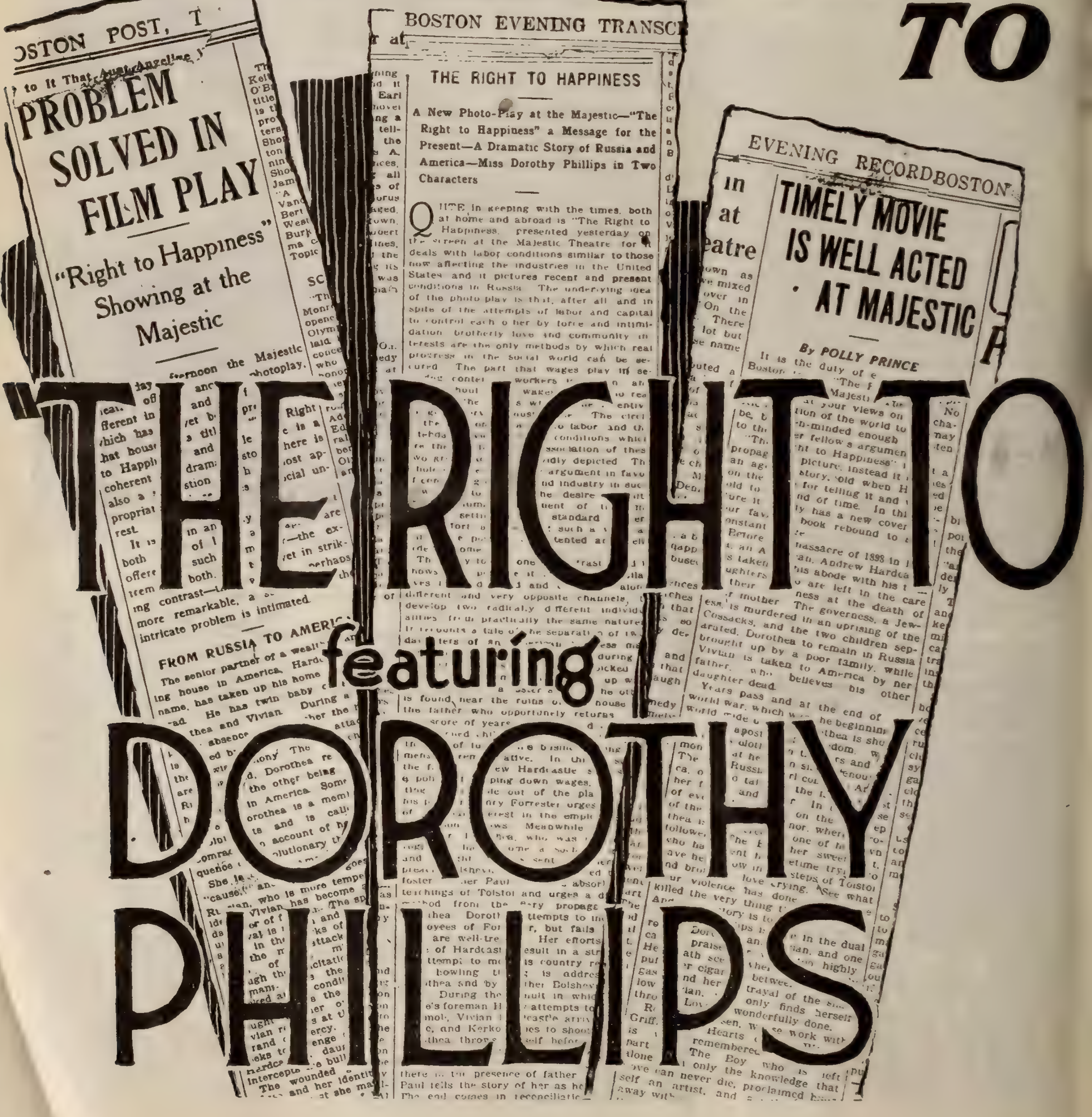
Perhaps the greatest surprise came to Director Holubar when he found the children natural actresses. They required but little coaching and instruction and took to their work like veterans.

BOSTON GOES

Says the Boston Evening

of Every Person in

TO



BOSTON POST, T

PROBLEM SOLVED IN FILM PLAY

"Right to Happiness" Showing at the Majestic

FROM RUSSIA TO AMERICA

BOSTON EVENING TRANSC

THE RIGHT TO HAPPINESS

A New Photo-Play at the Majestic—"The Right to Happiness" a Message for the Present—A Dramatic Story of Russia and America—Miss Dorothy Phillips in Two Characters

QUITE in keeping with the times, both at home and abroad is "The Right to Happiness, presented yesterday on the screen at the Majestic Theatre for it deals with labor conditions similar to those now affecting the industries in the United States and it pictures recent and present conditions in Russia. The underlying idea of the photo play is that, after all and in spite of the attempts of labor and capital to control each other by force and intimidation brotherly love and community interests are the only methods by which real progress in the social world can be secured. The part that wages play in se-

EVENING RECORD BOSTON

TIMELY MOVIE IS WELL ACTED AT MAJESTIC

By POLLY PRINCE

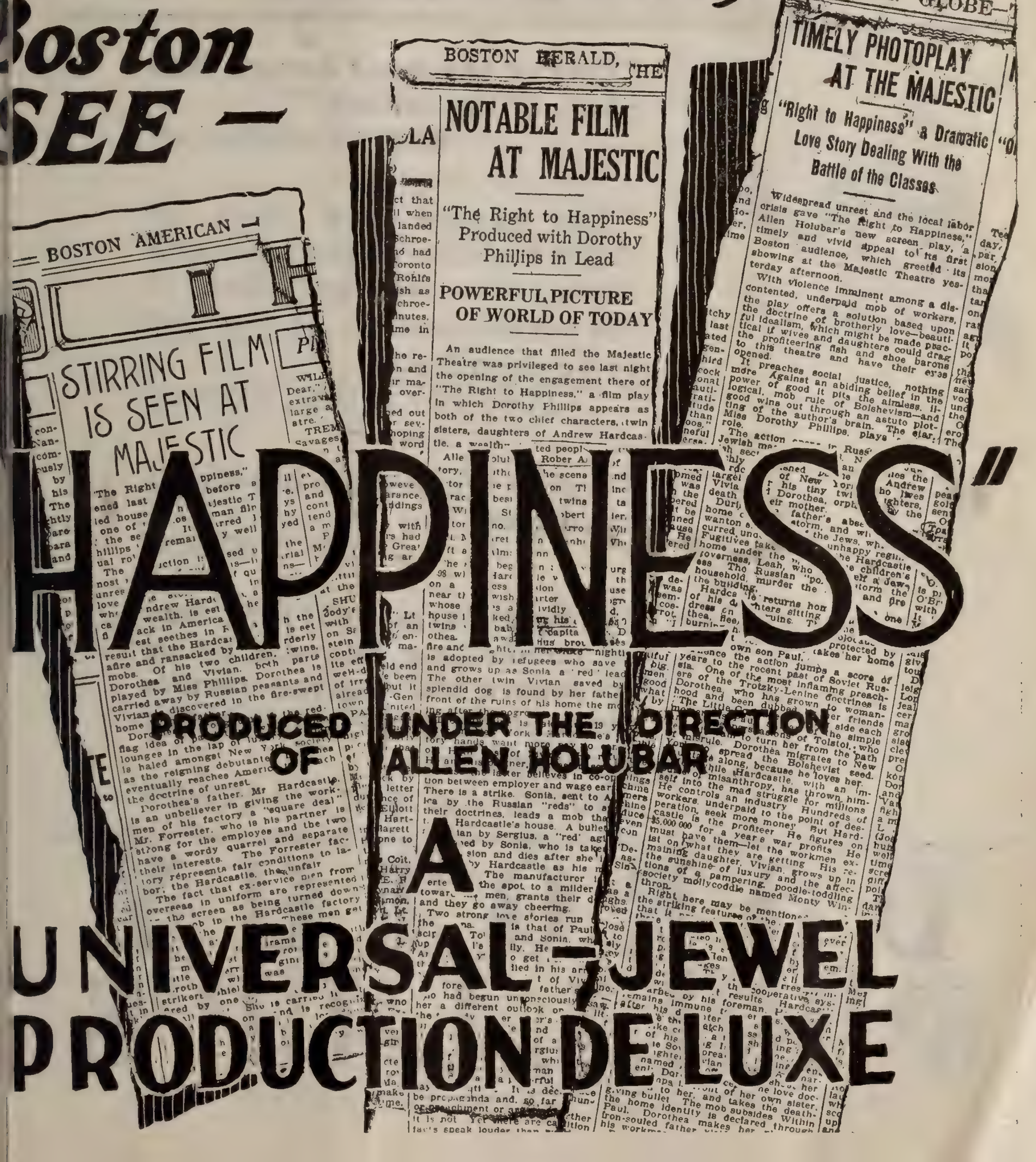
"THE RIGHT TO

featuring

DOROTHY PHILLIPS

WILD OVER IT

ecord: "*It is the Duty*
oston
SEE —



BOSTON AMERICAN

STIRRING FILM IS SEEN AT MAJESTIC

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result that the Hardcas
afire and ransacked by
mobs. Of his two children,
Dorothea and Vivian, both parts
played by Miss Phillips. Dorothea is
carried away by Russian peasants and
Vivian is discovered in the fire-swept
home
the red-
Dorothea
flag idea of pa
lounges in the lap of lu
society
is haled amongst New York
as the reigning debutante
eventually reaches Americ
the doctrine of unrest.
Dorothea's father, Mr Hardcastle,
is an unbeliever in giving the workmen of his factory a "square deal."
Mr. Forrester, who is his partner, is
strong for the employes and the two
have a wordy quarrel and separate
their interests. The Forrester factory represents fair conditions to labor; the Hardcastle, the unfair.
The fact that ex-service men from
overseas in uniform are represented
the screen as being turned down
in the Hardcastle factory
These men get

BOSTON HERALD,

NOTABLE FILM AT MAJESTIC

"The Right to Happiness" Produced with Dorothy Phillips in Lead

POWERFUL PICTURE OF WORLD OF TODAY

An audience that filled the Majestic Theatre was privileged to see last night the opening of the engagement there of "The Right to Happiness," a film play in which Dorothy Phillips appears as both of the two chief characters, twin sisters, daughters of Andrew Hardcastle, a wealth
ted peopl
Rober A

is adopted by refugees who save
and grows up as Sonia a 'red' lead
The other twin Vivian saved by
splendid dog is found by her fathe
front of the ruins of his home the mo
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is
19 y
York
tory hands want more pay
the latter believes in co-op
tion between employer and wage ear
There is a strike. Sonia, sent to A
ica by the Russian "reds" to s
their doctrines, leads a mob the
Hardcastle's house. A bullet
ian by Sergius, a "red" agi
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by Hardcastle as his
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and they go away cheering.
Two strong love stories run
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and Sonia, wh
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her a different outlook on
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facts speak louder than

BOSTON GLOBE

TIMELY PHOTOPLAY AT THE MAJESTIC

"Right to Happiness" a Dramatic Love Story Dealing With the Battle of the Classes

Widespread unrest and the local labor crisis gave "The Right to Happiness," Allen Holubar's new screen play, a timely and vivid appeal to its first Boston audience, which greeted its showing at the Majestic Theatre yesterday afternoon.

With violence imminent among a discontented, underpaid mob of workers, the play offers a solution based upon the doctrine of brotherly love—beautiful idealism, which might be made practical if wives and daughters could drag the profiteering fish and shoe barons to this theatre and have their eyes opened.

It preaches social justice, nothing more. Against an abiding belief in the power of good it pits the aimless, illogical, mob rule of Bolshevism—and good wins out through an astute plotting of the author's brain. The star, Miss Dorothy Phillips, plays role.

The action in Russ
Jewish
of New York
his tiny twi
Dorothea, orph
eir mother.
father's abse
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the Jews, wh
unhappy regi
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and fire
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Fugitives take
home under the
governess, Leah, who
The Russian "po
household, murder the
the building.
Hardca returns hon
of his d hters sitting
dress on
thea, flee,
ruins.
burnin
own son Paul.
protected by
takes her home
ence the action jumps a score of years to the recent past of Soviet Russia. One of the most inflaming preachers of the Trotzky-Lenine doctrines is Dorothea, who has grown to womanhood and been dubbed "The Little
er friends
side each
he simple
of Tolstoi, who
to turn her from the path
misrule. Dorothea migrates to New York to spread the Bolshevist seed.
along, because he loves her.
While Hardcastle, with an
of misanthropy, has thrown himself into the mad struggle for millions.
He controls an industry. Hundreds of workers, underpaid to the point of desperation, seek more money. But Hardcastle is the profiteer. He figures on $5,000,000 for a year's war profits. He must have them—let the workmen exist on what they are getting. His remaining daughter, Vivian, grows up in the sunshine of luxury and the affections of a pampering, poodle-toddling society mollycoddle named Monty Winthrop.

Right here may be mentioned the striking features of the
cooperative system
results
Hardcastle
remains immune
by his foreman
after his d
ne love doc
of her own sister,
to her, and takes the death-giving bullet. The mob subsides. Within the home identity is declared through Paul. Dorothea makes her
iron-souled father
his workm

"HAPPINESS"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

A UNIVERSAL-JEWEL PRODUCTION DE LUXE

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"One of the most human film plays of the season."
BOSTON AMERICAN

"The picture and story by Allen Holubar deserves to rank among the master-pieces of the screen world. It has yet to be equalled."
BOSTON EVENING RECORD

"A powerful picture of today's conditions."
BOSTON HERALD

"A strong argument for a way of conducting business so as to secure the desired results through humane treatment of the employees."
BOSTON EVENING TRANSCRIPT

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"Dramatically, the striking element of the play is the presence of Miss Phillips in a dual role. With admirable self-effacement she portrays equally well the swaggering, rough-tailored Sonia of peasant manners, and the perfumed, luxury-loving daughter of wealth, Vivian.

"It is hard to believe it is the same woman in the two characters."

BOSTON GLOBE

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"Dorothy Phillips -- as the tempest-tossed agitator gave a powerful portrayal; as the society leader she formed a direct contrast, making her performance of the dual role an achievement. Her acting in the pathetic scenes will draw oceans of tears from the feminine auditors."

THE BILLBOARD

"This should certainly be one of the big pictures this year. Surely this is a special -- and if you handle it right it should be a very big money-getter. The success of Allen Holubar's 'Heart of Humanity' is going to help you a lot in presenting this." *WID*

"It is sure to be a big financial succcess."

SAMUEL L. ROTHAPFEL

"Will be one of the most talked-of pictures of the year. Allen Holubar reveals himself as a born story-teller, a gifted dramatist and a master director."

MOTION PICTURE NEWS

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

NOTE: EDITORIAL PAGE IS PAGE 1.

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"On my last visit to New York City, I learned that you were going to have a private screening of 'THE RIGHT TO HAPPINESS', Allen Holubar's latest production, and I feel that I was very fortunate in being able to see this wonderful picture.

"After the screening, I immediately arranged for an indefinite run at the Royal Theatre in Kansas City.

" 'THE RIGHT TO HAPPINESS' is a production that will linger long in the mind of everyone who sees it.

"It deals with a story that will appeal to everyone and particularly touches a condition which prevails throughout the world at the present time.

"Dorothy Phillips' interpretation of the two leading roles is superb--and the story, as a whole, is great.

"I want to take this opportunity to thank you for the privilege of seeing this picture so far ahead of the release date."

Very truly yours,
Signed FRANK L. NEWMAN
President

Newman Theatre, Kansas City; Royal Theatre, Kansas City; Regent Theatre, Kansas City; Butterfly Theatre, Milwaukee, Wis.; Fourth Street Theatre, Moberly, Mo.

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"A broadly conceived spectacle dealing with problems which all the world must face. The best feature of the film is the discovery of beautiful Dorothy Phillips as a genuine entity of the histrionic world. She rises to magnificent height in the "soap-box" scenes and her rage at the conventions is tigerish."

LOS ANGELES EXAMINER

"Allen Holubar has produced a wonderful picture in 'The Right to Happiness.' It is a picture that will take its place among the truly big productions of the year."

LOS ANGELES EVENING EXPRESS

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"A big theme, a master hand, a mighty cast and a pleased audience. When Holubar produced 'The Heart of Humanity' the screen world was almost positive that another master had been unearthed. Now, it positively knows. If the play meets with the same response in New York as it did at the California last night it will be an immediate success.

LOS ANGELES EVENING ERRAND.

"The story is powerful and timely. Dorothy Phillips is-- splendid. She never appeared to better advantage."

LOS ANGELES RECORD.

"A powerful story, vividly told. Holubar has a way of revealing his meanings in lightning-like flashes."

LOS ANGELES DAILY TIMES.

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"We wish to thank you for bestowing on our theatre the honor and privilege of giving 'THE RIGHT TO HAPPINESS,' the new Holubar-Phillips super-production, its world premiere.

"Never during the entire time that the California Theatre has been in existance, have we had so many voluntary expressions of unqualified commendation from our patrons.

"For the entire engagement, from the opening matinee to the closing night, we had throngs of eager patrons lined in front of our box offices and entrances and the gross receipts on the week's business exceeded our greatest expectations.

"I consider the work of Dorothy Phillips in the role of SONIA, the girl of the tenements, absolutely the most artistic piece of emotional acting given to the screen this year."

California Theatre, Los Angeles.
(Signed) FRED A. MILLER, President.

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

CARL LAEMMLE OFFERS

"The Right to Happiness"

PRODUCED UNDER THE DIRECTION OF ALLEN HOLUBAR

"Director Holubar can again feel proud for offering the screen another worth-while production.

"While the theme--discrediting Bolshevism--is not extraordinary, it is presented in an entirely different method from what other producers have done with similar subjects in the past. The author-director, instead of using yellow journalistic methods, attempts to persuade by appealing to the better instincts of the human mind.

"Miss Phillips, as the revolutionist, does one of the best pieces of acting in her career."

HARRISON'S REPORTS

NOW—NOTE THIS

Because of strike troubles in Los Angeles—because of those very conditions, so realistically portrayed in "THE RIGHT TO HAPPINESS," this picture on the instant of its first performance became the most talked-about picture at any theatre in California. So unprecedented became the interest of those men and women of Los Angeles who were, themselves, struggling for the right to happiness, that it became necessary to postpone a big feature which had been booked—and hold "THE RIGHT TO HAPPINESS" over for an additional week.

Unfortunately for the country, there will probably be further strikes of no small magnitude.

Show the picture that will lead all men and women far on the road to happiness.

The greatest love story ever told.

DOROTHY PHILLIPS

UNIVERSAL-JEWEL PRODUCTION DE LUXE

Publicity Pages for Dorothy Phillips

ADVANCE STORY.

THE star chamber sessions of the Russian soviet are relentlessly unveiled in "The Right to Happiness," the Universal photodrama of modern Russia which comes on .... to the .... Theatre.

The spectator sees the "comrades" and cohorts in the chamber of deputies in Petrograd.

Silk-hatted envoys arrive from Berlin. They leave an issue of gold with the money-lusters and retire, confident in the support of the Russian radicals.

A girl skips lightly into the room, leaps to the marble rostrom and inflames the smouldering brains of the "comrades" by her creed of violence. Then she leaves Petrograd for New York as an envoy of destruction from leaders of the radicals.

How she finds her sister living in splendor in New York and how the whole fury of her heart is directed against her own father, who is known to her only as a stone-hearted money king, forms the theme of the unusual film drama.

Dorothy Phillips, star of "The Heart of Humanity," rises to dramatic heights in a dual role in her latest starring vehicle, "The Right to Happiness." She is sensationally tempestuous as Sonia, the little comrade of the reactionaries and fastidious and self-centered as Vivian, her twin sister, daughter of the money lord.

William Stowell, well remembered for his excellent supporting work in "The Heart of Humanity" and "Destiny," two previous Universal successes, supports the star. Robert Andersen, Hector Sarno, Henry Barrows, Winter Hall, Margaret Mann, Stanhope Wheatcroft and Alma Bennett are the other members of the cast.

The production was written and produced by Allen Holubar, who also created "The Heart of Humanity."

DOROTHY PHILLIPS' FIRST "APPEARANCE"

WHEN Dorothy Phillips, the Universal star, was a little girl in Baltimore, her greatest joy was to play with a magic lantern in the darkened drawing-room of her home.

Once a visitor at the house commented upon the little girl's beauty and asked if he might have a photograph of her. A week later he sent the star's mother a lantern slide of the child.

To her great delight, the little girl projected her own picture through her magic lantern. It was her first screen appearance and it was a "close-up." Her first audience was so pleased that they immediately became Dorothy Phillips "fans," and have remained so to this day. The star's first fans were her parents, who now live in Baltimore in the same house where the gifted star first saw her pretty face on the screen.

Although Dorothy Phillips is known throughout the world as the beautiful star in "The Heart of Humanity" and "The Right to Happiness," her parents cherish most the little lantern slide of her as she was as a little girl.

SOUNDS LOGICAL, ANYHOW.

DOROTHY PHILLIPS, the Universal star, attended a private school in Baltimore when she was a little girl in pinafores. She early established a reputation for scholarship and maintained it against all comers until the final oral examination for the year in geography; then she lost it all in one swoop.

"Which is the farther away," the teacher asked, "Africa or the moon?"

"Africa!" replied little Dorothy confidently.

"Why?" asked the teacher.

"Because you can see the moon and you can't see Africa," answered the future star, who is now playing at the .... Theatre in "The Right to Happiness."

FOR THE HERALD.

INTO the Jewish quarter of the old St. Petersburg of nineteen years ago swept a horde of bloodthirsty Cossacks. With sword, rifle and torch they slaughtered the inhabitants and burned their homes, not even sparing the residence of Andrew Hardcastle, an American multi-millionaire. They killed the Jewish nurse of Hardcastle's baby twin daughters and caused the separation of the children. When Hardcastle returned from a business trip next morning, he found his palatial home a mass of charred and smoking ruins. One of his baby treasures was gone.

With bitter hatred in his heart he went to America and became a money-mad power, despising his fellowman, seeking only to extract the last drop of blood from his workmen and extort the last farthing from their pay. His daughter was reared in idleness and luxury, caring only for self. Her chief amusement was toying with a molly-coddle lover.

But what of the lost baby? Adopted by a Russian family, she was reared in radicalism. She loved humanity with a love so overwhelming that she knew not how to direct her deeds. She became a radical leader, an agitator, a little comrade of the nihilists, and as such was sent to America to sow the seeds of unrest and discontent. And at length she lead an angry half-crazed mob against the home of her own father.

Such is one of the dramatic elements on which Allen Holubar has created "The Right to Happiness," his last super-production featuring America's great emotionaliste, the radiant Dorothy Phillips. In it is told the world's greatest love story. See it at the .... Theatre.

HERE'S WHAT YOU CAN FIND IN "THE RIGHT TO HAPPINESS"

OLE HANSON, who has just resigned as mayor of Seattle, discovered one cure for Bolshevism when he squinted along the barrel of a machine-gun and advised decent folks to remain indoors while he wiped up the cobble-stones with the radical element that menaced his town.

Another sure cure for any one with Bolsheviki leanings is offered at the .... Theatre, where "The Right to Happiness" is being shown.

"The Right to Happiness" is a film story of modern Russia and industrial America. Dorothy Phillips is the star and Allen Holubar is the director. "The Right to Happiness" is rich in dramatic action, with a lesson painlessly administered. Among the scenes that cause the spectator to sit far forward on his seat and grip the arm of the chair may be named:

A pogrom in the Jewish quarter of St. Petersburg nineteen years ago.

The stealthy entrance of Hun agents, bearing gold to Lenine and Trotsky.

The departure of Dorothy Phillips, as Sonia, comrade of the Bolsheviki for America with a commission from Trotsky to spread terror in the United States.

The spectacle of Sonia leading a half-crazed mob against the home of her own father.

William Stowell supports the star in addition to the following well-liked Universal players: William Stowell, Robert Anderson, Hector Sarno, Henry Barrows, Winter Hall, Margaret Mann, Stanhope Wheatcroft, Alma Bennett.

n "The Right to Happiness" -Jewel

AT A GLANCE.

SUBJECT—"The Right to Happiness."
BRAND—Universal-Jewel.
LENGTH—Eight reels.
STAR—Dorothy Phillips.
PREVIOUS HITS—"The Heart of Humanity," "Destiny," "Paid in Advance," "The Talk of the Town."
DIRECTED BY—Allen Holubar.
SUPPORTING CAST—William Stowell, Robert Andersen, Henry Barrows, Winter Hall, Margaret Mann, Hector Sarno, Alma Bennett and Stanhope Wheatcroft.
SCENARIO BY—Olga Linck Scholl and Allen Holubar.
STORY BY—Allen Holubar.
LOCALE—Russia nineteen years ago; Russia in its chaotic war-time turmoil; the lower east side of New York; the fashionable residential district; the industrial section.
THUMB-NAIL THEME—Two baby daughters of a rich American in Russia become separated during a brutal pogrom in the Jewish quarter of old St. Petersburg. One grows up in a hot-bed of radicalism and is sent to America, at the age of nineteen years, to spread the doctrine. The other sister is brought up as the pampered daughter of a millionaire. The girls meet when the Russian sister storms the residence of her own father at the head of a crazed mob. She is shot and killed and her supreme sacrifice changes her father's heart for good. The American twin marries her father's factory foreman.

Story by Olga Scholl and
Allen Holubar.
Directed by Allen Holubar.

CAST.

Vivian) Sonia) Twins	Dorothy Phillips
Andrew Hardcastle, the father	Henry Barrows
Henry Forrester, his partner	Winter Hall
Tom Hardy	William Stowell
Mrs. Hardy	Margaret Mann
Paul	Robert Andersen
Monte	Stanhope Wheatcroft
Sergius Kerkoff	Hector Sarno
Leah, the nurse	Fay Holderness

THE STORY.

At the edge of the Jewish quarter of St. Petersburg, nineteen years ago, lives Andrew Hardcastle, an American millionaire, with his motherless twin girls, Dorothea and Vivian. Hardcastle goes away overnight on a business trip, leaving the girls in care of their Jewish nurse. During his absence a Cossack pogrom against the Jews breaks out. Hardcastle's home is burned, the nurse is killed and the girls are separated, Dorothea being adopted by a Jewish family and reared in radicalism.

Hardcastle finds Vivian, takes her back to America, where she is brought up in idleness and luxury. The Russian twin becomes a radical leader, dominates the meetings and is finally sent to America to stir up unrest and strife. She is accompanied by Paul, her adopted brother, a peace-advocating adorer, and by Sergius, the fox, a sneaking Russian, also a leader in the radical cause.

Hardcastle has become money mad, intent on extorting the last penny and the last drop of blood from his associates and workmen. He refuses to employ returning soldiers, which results in a quarrel with his partner, Henry Forrester. The men separate and go their own ways. Forrester, an idealistic though practical American, runs his factory on a different basis and thrives, while Hardcastle's men revolt at their inhuman treatment.

The Russian girl, now known as Sonia, the little comrade, finds fertile soil among Hardcastle's dissatisfied workmen. Forrester's contented workmen are impervious to her doctrines. At length Vivian, the American twin, learns of the discontent and metamorphesis from an idler into a missionary among the workmen's families. She works wonders with the help of Tom Hardy, her father's foreman.

Finally Sonia leads a crazed mob against her own father's palatial home, not knowing, of course, who he is. Vivian reaches home after a mission of mercy about the same time. The girls meet and are strangely attracted to each other. Sonia saves her sister from the angry mob and is shot by a Russian agitator. The wounded girl is carried into her father's house where he learns her identity before she dies. By her supreme sacrifice he comes to understand. He goes to the door and tells the mob of workmen of a new order of things. They cheer him and disperse.

Vivian marries Tom Hardy, the foreman, and the partnership of Hardcastle and Forrester is resumed on a model basis.

ADVERTISING PUNCHES.

1—Crushing indictment of the Bolsheviki bubble.
2—The popularity of the star won through "The Heart of Humanity" and "Destiny."
3—An accurate and intimate glimpse of Lenine and Trotsky at a star-chamber session of the Soviet.
4—A relentless unmasking of Germany's assistance in extending Bolshevic influence.
5—The spectacle of a beautiful girl leading a mob to wreck her father's home.
6—Visual proof that the seeds of Bolshevism will not grow in contented noil.
7—A spectacular Cossack raid on the Jewish quarter of St. Petersburg before the war.
8—Tearing the veil from the secret activities of the Russian agitators in America.

ADVERTISING DISPLAY LINES

"The Right to Happiness" is the solution for social unrest.

"Industrial unrest is just insignia for the heart," says Paul, the Russian peasant in "The Right to Happiness."

Dorothy Phillips in the play of the hour, "The Right to Happiness."

Lenine and Trotsky sent Sonia to America. See Sonia in "The Right to Happiness."

Allen Holubar directed Dorothy Phillips in "The Right to Happiness."

"The Right to Happiness" is Universal's contribution to the public safety of America in the hour of its trial with Bolshevism.

"The Right to Happiness" is a photographic machine-gun trained on the red rabble that menaces the safety of our homes in America.

Free love was the only doctrine of the Soviet that she resisted. Dorothy Phillips in "The Right to Happiness."

THE REAL DO

DOROTHY PHILLIPS, Universal-Jewel's great emotional star, has so many admirers and so many who have never seen her except on the screen, inquire constantly what she is really like that we have endeavored to set forth on these two pages a variety of testimonials bearing upon this fact. To start with, we introduce two impressionistic drawings from the pen of Harold Phyfe. They are designed to show the contrast between the two characters in Miss Phillips' latest and greatest success, "The Right to Happiness." The one, Sonia, brought up in Russia with Nihilist and Bolshevik training and let loose on America like a veritable bombshell; the other, her twin-sister, Vivian, brought up in the lap of American luxury.

To these we append a newspaper interviewer's estimate and the expert opinion of her husband, her mother, her daughter, her chauffeur, her maid and her cook. The only skeleton in Dorothy's closet used to be that she was an actress. We bare the skeleton. One day Dorothy Gwendolyn Strible, a Baltimore society girl, decided that she would go on the stage. She made her début in Baltimore under the name of Dorothy Phillips, to deceive her friends. She has retained this name through her stage and screen career and thinks no more of society now than she does of a retake.

—EDITOR.

WOMEN HAVE NO RIGHTS

WOMEN'S rights. They haven't any.

So thinks Dorothy Phillips, the exponent of emotions in motion pictures, who essays with equal ease the tempestuous role of a Russian Bolshevik and a society butterfly in her latest superproduction, "The Right to Happiness."

Why is the fair Dorothy so pessimistic?

Because of her husband.

He won't give her a moment to herself. After looking at him over the ham and eggs in the morning, she finds him on the set when she appears, made up for her latest part at the studio. She discovers him reading her script. She hears him telling the cameraman just how to photograph her, and in fact he takes it on himself to order around the members of her supporting cast. In fact, when the interviewer appeared on one of the stages to interview the star this all important spouse made him wait until the scene was taken, and then appeared to take entirely too much interest in the interview. How does friend husband get by with all this stuff, you ask?

It's very simple. Friend husband is Allen J. Holubar, her director. Armed with authority from the "Big U" executives he can enforce the **obey** in the "Love, Honor and Obey"—during working hours at least. After that, well, maybe the tables are turned. Quien sabe?

On a day off, you will find Dorothy curled up on the floor of her library in her cozy little Hollywood bungalow. Every week, when studio duties do not interfere, Miss Phillips stages a tea party on her lawn, and the notables of the film world assemble to sip Oolong and hear the latest chatter from the studios. She is a charming hostess. She loves music and many an evening is spent with the Victrola or at concerts. It is a happy family, this Holubar-Phillips combination. Temperament, nerves and their allies have no place in this joyous home. And there is no question of woman's rights.

I. THE WIFE.

By ALLEN J. HOLUBAR
Her Director-Husband.

SOME have said, ignorantly, that art and domesticity can't mix. Miss Phillips is a refutation of that argument, for now, at the zenith of her histrionic popularity, having scaled the peaks of dramatic success and artistically is supreme in her field, yet she has ample time for her home and her baby.

She is a wonderful housewife, one with the instincts of the home-loving bird and its devotion to its offspring. She can cook and sew, too, and these domestic diversions rest her mind.

The same happy harmony that exists in our home obtains in the studio, and it is this spirit that makes it so inspiring to produce Miss Phillips' big screen vehicles.

At home she is like a child. She romps about the garden, caresses the flowers, hoes the vegetable patch or takes snapshots of the grounds and the neighbors.

All the kiddies in the neighborhood come to Miss Phillips to show off their new velocipeds or miniature autocars or skates and she is their trusted counselor and lady confessor.

II. THE MOTHER.

By GWENDOLYN HOLUBAR.
Aged 5.

OF course every little girl thinks her mamma is the best, but I know mine is, because no other girl was ever so happy as I. Do you know why I love my mamma so much? Because she is just like my playmates—only wiser, you know, not a bit too grown-up like.

Most girls' mammas scold them like this: "Now, Mayme, you come here this very moment and be spanked," or "Frances, if you do that you'll be whipped."

But Dorothy (I sometimes call my mamma that—she's so like I imagine a big sister would be) isn't that way at all. She's always sweet to me and never speaks crossly. And she goes over my lessons with me and helps me memorize the names of the animals and the countries in my geography.

In the garden I learn the flowers by name and by smell and I drive my own little automobile just like mamma drives her big puff-car. And when I hurt myself or run over anybody Dorothy always takes care of the sick people so nicely that it never hurts any more.

OTHY PHILLIPS

A Symposium of impressions by those who know

III. THE MOTORIST.

By THE CHAUFFEUR.

SHE'S the latest model in feminine racin' craft, is Miss Phillips, a triple-gear, aluminum engine, twin-six special that'd cop the coin in any motion picture classic in the world, barrin' none.

When she steps into the tonneau of her big Stutz the ol' engine humps itself to please her.

As we speed over the Southern California boulevards I hear her voice behind me, purring like a well-oiled engine. When I do my work well I'm rewarded by a smile as natural as the way a well-broke Mercedes answers the throttle, and when Miss Phillips feels I'm steppin' on her too frequent she chokes up like a mistreated carburetor and there's nothing to do but slow down.

Miss Phillips likes the hills and the long stretches of boulevard that lead to the orange groves or the old missions and often she motors along the coast to hear the sound of the breakers.

Then she drives herself to the studio. Often she tinkers with the machinery just to get acquainted with her car.

And she knows the parts of that car, too, and if there's a knock in the motor she hears it as soon as I do.

IV. THE DAUGHTER.

By HER MOTHER.

SINCE Dorothy was a little girl I have watched the development of her instinct for the dramatic and have noted her unwavering loyalty to the principles of her early youth.

She is all girl—an unspoiled, happy, sincere girl, who wants nothing better than to achieve her destiny, care for her baby, be a companion to her husband and give joy to the world in her film characterizations.

She is the ideal daughter.

Like us all she has the "blues" on occasion, but she never shows it when any of her family or her friends are around. It always has seemed to me that Dorothy had consecrated herself to making others happy, and, naturally, she has made herself gloriously successful and happy doing it.

She will never be anything but a little girl to me. When I saw her in "The Talk of the Town" in short skirts and in "The Heart of Humanity" as the sweet little Canadian maid, I knew that she would never change. There is the essence of childhood in her heart.

DOROTHY PHILLIPS

By Harold Phyfe.

V. THE SCREEN STAR.

By HER MAID.

BEIN' maid to Miss Phillips is like preservin' a glorious Calla lily, what seems to take keer of itself. Bein' sort of a major domo to Miss Phillips' wardrobe I'se had a chance to know her that mos' folks never get. Fo' I've found that you cain always tell a woman best by the way she treats her clo's.

An' she allus knows just what she wants to wear. I don't have to trot out a dozen gowns.

Miss Phillips chooses her things to wear with one thought in min'. That's —will it become me? Does it look like I ought to look? And so, in every picture Miss Phillips clo's all help to show the kin' of young pusson she is. She has 'em put away so keerful like.

They's nothin' "put on" about Miss Phillips. She's the most naturalest pusson I've ever seen. She's the same to everybody. Just as nice and pleasant to me as to her friends.

She on'y has one beauty secret—cold baths. Powder and paint and sich like doan mean nothin' to such an actress as Miss Phillips. Milk baths and champagne rubs is all rubbish. Good cold water is her best friend—every morning.

VI. MISTRESS OF THE HOME.

By HER COOK.

THE best recommendation I can give Miss Phillips is that she's a hearty and a discriminating eater.

Some people think a popular favorite nibbles at her victuals and that her household servants search the markets for special kinds of food.

That's not so at all, at least not in my experience.

Miss Phillips eats like an ordinary person, which makes her like the rest of folks and much more lovable than if she had a lot of foolish notions about eating ambrosia and drinking nectar, like the fairy tales have the gods and goddesses doing.

Vegetables are Miss Phillips' favorite foods. She doesn't believe in eating much meat; says it is too heavy and that she can't do her best work before the camera if she eats beef or drinks much coffee. So cereals and tea, chocolate or milk form her breakfast, while her other meals are constituted largely of potatoes, tomatoes, cauliflower, asparagus, oysters, sometimes chicken, artichokes and the like. Miss Phillips believes in undereating rather than overeating and as a result she is never troubled with indigestion, dyspepsia or other stomach ailments.

Publicity for "Sundown Trail"

FOR THE HERALD.

SPANISH BAR, the camp at the end of Sundown Trail, was at the height of its career. The Oh Be Joyful saloon was a glittering palace of wine, women and song. The miners were intent upon making 1849 the greatest year in the history of the West. "Quiet" Carter, head of the vigilantes and holder of the richest claim in the district, sat quietly over his liquor in a corner of the Oh Be Joyful saloon and dancehall.

A delegation of bearded miners approached his table with an astounding proposition. They wanted to send one of their number back east to return with a cargo of women. The women, they assured "Quiet" Carter, were for household purposes; they were to be married to the men who lifted them from the stage. As the recognized head of the camp, Carter was appealed to for support in the movement. He poured a liberal quantity of "dust" into the hat but refused to be a party to the project. When the women arrived there was one especially for "Quiet" Carter. He did not know it, nor did the girl, for "Velvet" Eddy was hot on her trail and he had to get busy.

The story of "Quiet" Carter and his girl is unfolded to a smashing climax in "Sundown Trail," Monroe Salisbury's latest Universal photodrama.

REALISM.

RIDDLED with the arrows and bullets of hostile Indians and tattered by the prairie winds, an old prairie schooner was recently received at Universal City that is part and parcel of the old West's colorful history. The desert limousine was acquired in the Feather River country of northern California, at Tobin, by Rollin Sturgeon, a Universal director, who bought it to use in "Sundown Trail," Monroe Salisbury's film story of the days of '49. Supporting the star may be seen Alice Elliot, Clyde Fillmore, Beatrice Dominguez and Carl Stockdale, all popular Universal players.

"Sundown Trail" will continue at the .... Theatre until ....

WHERE THE "PICTURE BRIDE" IDEA ACTUALLY ORIGINATED

THE "picture-bride" problem now confronting immigration officials on the west coast did not originate among the Japanese. It was discovered recently when the research department at Universal City set out to confirm a disputed point contained in "Sundown Trail," a story for Monroe Salisbury, from the pen of J. G. Hawks, which will be shown at the .... Theatre ....

The story set forth that the miners of Spanish Bar, a gold camp of 1849, sent one of their number east to return with a cargo of women to be married upon their arrival to the miners. The messenger who journeyed to the east advertised for the women and collected crayon pictures of them. These he sent back to Spanish Bar by the fast pony express. The pictures were placed in a box and drawn on chance by the miners. The picture he drew was the wife he married when the stage arrived.

Whether the Japanese adopted the custom in bringing women from the Orient from the miners or whether the miners borrowed the custom from the Japanese was the disputed point. It developed that a Japanese scientist in America heard of the Spanish Bar affair and made an account of it to the institution that sent him to the occident as an observer of American customs. The Japanese peasantry adopted the custom, which is to-day causing so much discussion on the Pacific Coast.

A NEW FILM STAR.

ALICE ELLIOT, the beautiful girl who supports Monroe Salisbury in his latest Universal success, "Sundown Trail," is a graduate of the University of California. She has involved in the social whirl of Oakland and San Francisco, and only entered the motion pictures where her ability in amateur theatricals became so apparent that it was called to the attention of a Universal director. She appeared first in support of Monroe Salisbury as "Carlotta" in "The Sleeping Lion." Her father is a prominent California attorney.

ADVANCE STORY.

"THE West that was," with all its picturesque lawlessness, its daily shooting scrapes, its gaudy dance halls, its scarlet dives and the fierce untamed passions of its red-blooded men and women, is clearly depicted in "Sundown Trail," Monroe Salisbury's newest Universal starring vehicle, which comes to the .... Theatre .... Salisbury is seen as "Quiet" Carter, an easy-going Southerner who goes west to a wild mining camp, to discover that red blood counts for more than blue and that to play one part in the scheme of "the survival of the fittest" in that community depends largely on the acceleration with which the trigger finger is able to move.

The story was written by J. G. Hawks, author of Harry Carey's, William S. Hart's and Dorothy Dalton's best known feature productions. The play was directed by Rollin Sturgeon, who first achieved fame for his "God's Country and the Woman," starring Nell Shipman, and who has added two deep notches in his rifle of sure-fire successes, with "Destiny," starring Dorothy Phillips, and with "Pretty Smooth," starring Priscilla Dean, two recently released Universal features.

The entire company spent a month on location in Plumas County, California, the famous Feather River country of the north, where scores of picturesque exterior "shots" were made.

Two spectacular incidents in the production are the hurling of Clyde Fillmore, the heavy, into a seething swirling rapids, and a hand-to-hand knife battle between Salisbury and Fillmore.

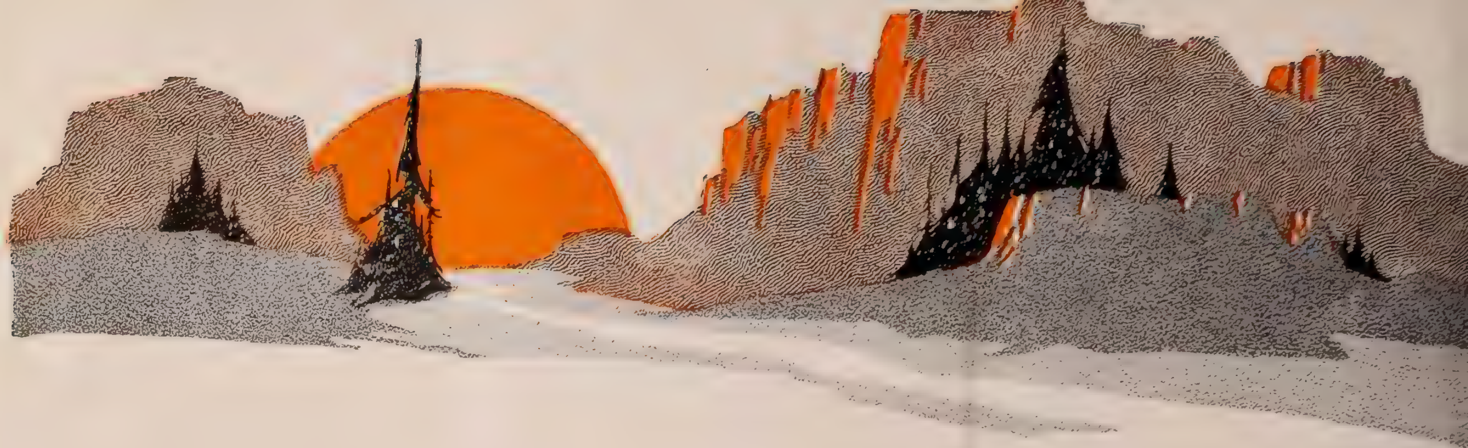
The glittering gaudy dance halls of the early days are vividly pictured in the production. Alice Elliot, who played the role of his Italian sweetheart in "The Sleeping Lion," is Salisbury's leading woman in "Sundown Trail." Others prominent in the cast are Beatrice Dominguez and Carl Stockdale.

NOTES.

MONROE SALISBURY, starring in "Sundown Trail," which is playing at the .... Theatre, owns an extensive citrus ranch in the San Jacinto Valley of Southern California. The star motors to his ranch between pictures and supervises the growing of citrus fruits. "Sundown Trail" is a Universal film story of California in the days of 1849.

BEATRICE DOMINGUEZ, playing a second supporting role in "Sundown Trail," in which Universal photodrama Monroe Salisbury is the star, is a real Californian of pure Castilian stock. The talented little lady's forefather once owned a large share of what is now Southern California. They held title under the King of Spain until California was wrested from the monarch in Madrid. She appeared as a South Sea Island queen with Salisbury in "The Light of Victory."

CARL LAEMMLE
offers
MONROE
SALISBURY
in
"SUN-DOWN
TRAIL"



CARL LAEMMLE — offers,

MONROE SALISBURY

"THE MANSFIELD OF THE SCREEN",

AS "QUIET CARTER" in

SUN-DOWN TRAIL

A GREAT picture of the golden days of old California —when whole communities of men lived for months without sight of a woman, lured to lives of adventure by the chance of striking it rich. A story of great heart appeal, made still more delightful by its wondrous Sierra mountain settings with their foaming streams and snow-tipped peaks —by the charming old-fashioned dresses and amusing stove-pipe hats—by the courtesy of the men and the beauty (in their eyes) of "the first woman." A picture in which that fine actor, Monroe Salisbury, fills the heart with emotion. The day of "Old California" pictures is here—and "THE SUNDOWN TRAIL" will fear no competitor for a long time to come.

A UNIVERSAL SPECIAL ATTRACTION !

RANDALL

Have You Played These Special Attractions?

HARRY CAREY

"The Outcasts of Poker Flat"
"Riders of Vengeance"
"The Ace of the Saddle"

MARY MacLAREN

"The Amazing Wife"
"The Weaker Wessel"
"The Petal on the Current"

PRISCILLA DEAN

"The Exquisite Thief"
"Pretty Smooth"
"A Silk-Lined Burglar"

MAE MURRAY

"What Am I Bid?"
"The Delicious Little Devil"

"RUPERT JULIAN"

"The Fire Flingers"

OLIVE TELL

"The Trap"

UNIVERSAL FILM MANUFACTURING COMPANY
CARL LAEMMLE, President

Service Page for “Sundown Trail”

AT A GLANCE.

SUBJECT—“Sundown Trail.”

LENGTH—Six reels.

STAR—Monroe Salisbury.

PREVIOUS HITS—“The Sleeping Lion,” “The Man in the Moonight,” “The Blinding Trail,” “The Guilt of Silence,” “The Millionaire Pirate,” “The Eagle,” and a score of equally successful photodramas.

DIRECTED BY—Rollin Sturgeon.

STORY BY—J. G. Hawks.

SCENARIO BY—Waldemar Young.

SUPPORTING CAST—Alice Elliot, Beatrice Dominguez, Clyde Fillmore, Carl Stockdale.

LOCALE—A California gold camp of 1849, a Mississippi river steamboat, a Virginia plantation.

TIME—1849.

THUMB-NAIL THEME—The story of a Virginia widow who went to a California gold-camp to ransom her stolen baby; how she was mistaken for a harpy and married by the leader of the Vigilantes to save her from deportation. An amazing account of mistaken identity and the queer tricks played on the mind by aphasia.

ADVERTISING PUNCHES.

1—The rapidly increasing popularity of Monroe Salisbury.

2—The romantic and colorful locale.

3—An authentic journey to a California mining camp in 1849.

4—J. G. Hawks, who wrote many of the Harry Carey and William S. Hart dramas, is the author of “Sundown Trail.”

5—The spectacle of a cargo of women being delivered at a rough mining camp to furnish wives for the miners.

6—A terrific knife duel between Salisbury and the villain, in which both men were actually hurt.

7—The direction of Rollin S. Sturgeon, who produced “Destiny.”

8—The rapidly changing locale; from a Mississippi River steamboat to Virginia and from there to the California gold fields.

9—A strange coincidence that put a good woman in the garb of a harpy and a harpy in the garments of a widowed mother.

10—The awe-inspiring scenery of Northern California imprisoned on the screen by a master of the camera.

Story by J. G. Hawks.

Produced by Rollin Sturgeon.

CAST.

“Quiet” Carter	**Monroe Salisbury**
Velvet Eddy	**Clyde Fillmore**
The Girl	**Alice Elliott**
Mexican Girl	**Beatrice Dominguez**
The Planter	**Carl Stockdale**

THE STORY.

SPANISH BAR, the camp at the end of Sundown Trail, was at the height of its career. “Quiet' Carter, head of the vigilantes and holder of the richest claim in the district, sat quietly over his liquor in a corner of the “Oh, Be Joyful” saloon and dance-hall. A delegation of miners wanted to send back East for a cargo of women who were to be married to the men who lifted them from the stage. Carter refused to go. When the cargo arrived, there was among them a beautiful girl in widow's weeds. She was selected by Velvet Eddy, a Mississippi River gambler and a newcomer to the camp. She fled from him and Carter stepped out of a thicket and tossed him into the river. Eddy had stolen her baby from Virginia, and was holding it for ransom. A high fever, born of fatigue and anxiety, disturbes her mind and leaves her without memory. In the meantime a fanatical preacher has aroused the miners, now married men, against the Mexican girls in the dance-hall. One of the girls takes refuge in the cabin where the widow is sleeping in the delirium of fever. The Mexican girl puts on the mourning dress of the widow and dresses the sleeping girl in her spangles of shame, stealing the ransom money and painting the widow's face.

The widow, still dazed with illness, wanders down the trail into camp, apparently unconscious of the change in her costume. The preacher urges the men to throw the girl into the river. “Quiet” Carter, recognizing the girl, forces the preacher to marry them. In a knife duel with Carter, Eddy is killed. Carter goes to his cabin and there finds the stolen baby. He takes it home to his wife, who is wildly happy through the veil of aphasia. A scheming Virginia planter arrives to see what has become of Eddy, whom he commissioned to steal the baby. Entering her home, the stranger greets her as his wife and persuades the girl to believe that she married him in Virginia. They go away together, traveling as fast as horses can carry them, toward a hotel in a distant camp.

Carter, convinced that the girl is a widow and the stranger an imposter, makes a wild ride to the camp and forces the door of the hotel room just in time to save the girl from the impostor. From him Carter takes letters which show that she is a widow; that the man who claims to be her husband is seeking her property, and that her marriage to Carter was legal, and—happy.

ADVERTISING DISPLAY LINES

See where the “picture bride” idea originated.

See Monroe Salisbury as a 'forty-niner in “Sundown Trail.”

The flaunting, vermillion-lipped Harpy, gold, lured them on and on.

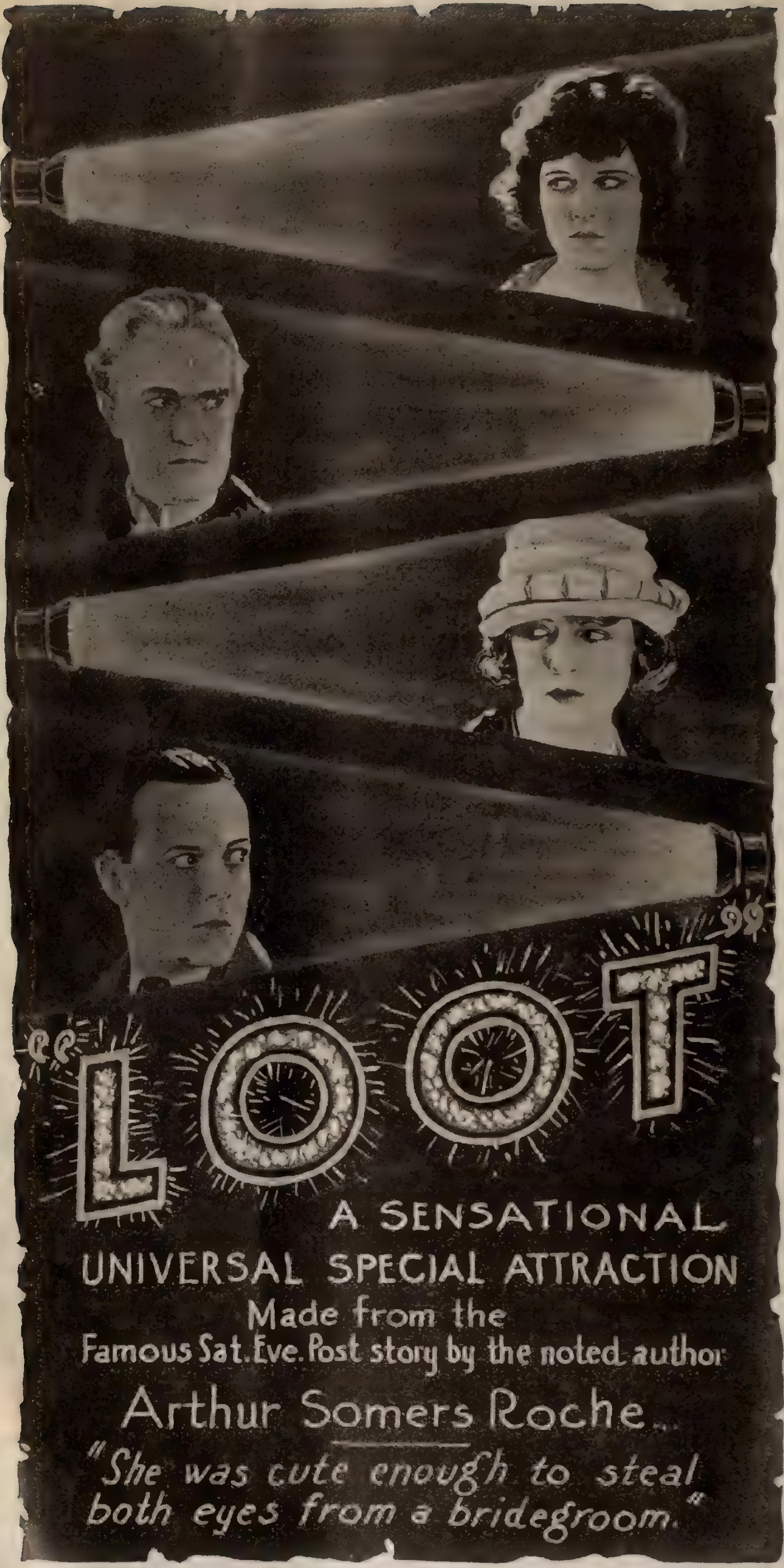
Monroe Salisbury, the Mansfield of the screen, is seen at his best in “Sundown Trail,” the big Universal film drama of 1849.

West is West and East is East, but the twain met at the end of “Sundown Trail.”

Women, women everywhere, but not a one to marry. That was the situation at Spanish Bar when the miners imported wives.

A Universal photodrama, directed by Rollin Sturgeon, with Monroe Salisbury in the starring role. That is the unbeatable combination of “Sundown Trail.”

Brilliant dramatic action, awe-inspiring scenery and Monroe Salisbury make “Sundown Trail” the most colorful photodrama of the year.


"LOOT"
A SENSATIONAL
UNIVERSAL SPECIAL ATTRACTION
Made from the
Famous Sat. Eve. Post story by the noted author
Arthur Somers Roche
"She was cute enough to steal both eyes from a bridegroom."

"THE best yarn ever published in the "Saturday Evening Post," as one exhibitor terms it, is the basis for this whirling, hugely dramatic picture. Clean as a whistle, but big with power—a photoplay that the whole family can see, and yet one that grips and holds with its tremendous situations surrounding the theft of a $2,000,000 necklace and the romance of the two young people perilously involved.

STARRING

ORA CAREW

We give you this advance notice so that you will have plenty of time between now and October 6th to see this drama (with its wonderful robbery scene) at your nearest Universal Exchange. Herewith a reproduction of the Three-sheet Poster, upper sections. Watch for reproductions of the smashing newspaper ads. But, first of all, have this fine picture screened for you—that's all important.

UNIVERSAL

For Little People and Big People

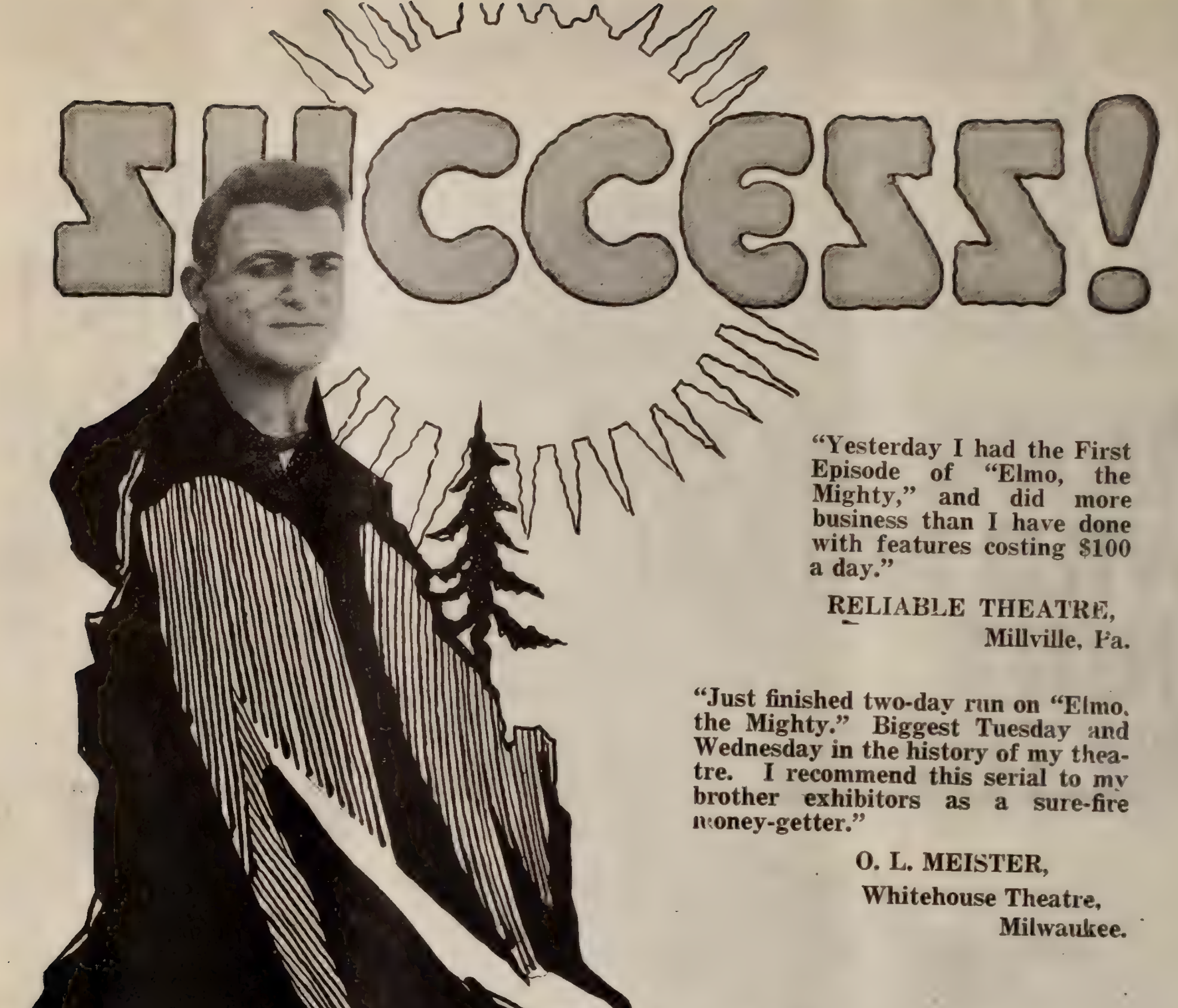
Thrills!
Thrills!!
Thrills!!!

MAJOR ALLEN'S WILD ANIMAL HUNT PICTURES

Novelty is stamped all over these single reel features. Nothing like Major Allen's Wild Animal Hunt Pictures has ever been thrown on your screen. The New York Theatrical critics praised "Trailing the Leopards" at the Strand far above the feature picture, and the audience just gasped. So will your audience. They can't help it. Look at any one of these three pictures at our nearest exchange and you will book them all.

"The Leopard Hunt"
"Bear Trapping"
"Lion Trapping"

UNIVERSAL


SUCCESS!
ELMO THE MIGHTY
Elmo Lincoln supported by Grace Cunard
Another—UNIVERSAL Serial Triumph

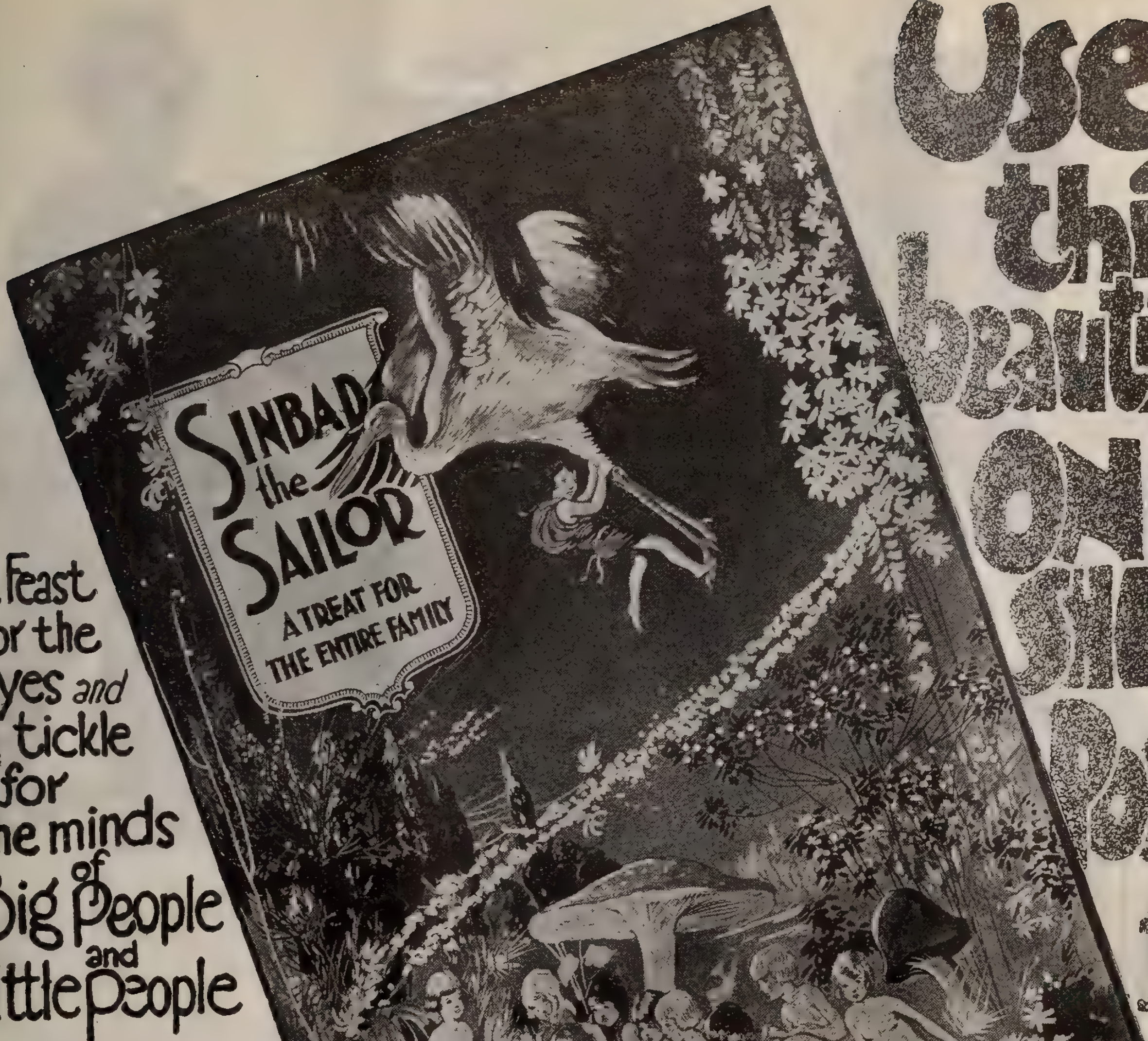
"Yesterday I had the First Episode of "Elmo, the Mighty," and did more business than I have done with features costing $100 a day."

RELIABLE THEATRE,
Millville, Pa.

"Just finished two-day run on "Elmo, the Mighty." Biggest Tuesday and Wednesday in the history of my theatre. I recommend this serial to my brother exhibitors as a sure-fire money-getter."

O. L. MEISTER,
Whitehouse Theatre,
Milwaukee.

Use this beautiful ONE-SHEET Poster for


SINBAD the SAILOR
A TREAT FOR THE ENTIRE FAMILY

A Feast for the eyes and a tickle for the minds of Big People and Little People

"SINBAD THE SAILOR"

A PERFECTLY delightful fantasy of TWO REELS, in which all the parts are taken by child players. A little gem, unique and charming from start to finish. Be sure to show it.

UNIVERSAL

"Nice doggy! Don't 'oo bite me!"

"A LION IN THE HOUSE"

ONE OF THOSE CENTURY ANIMAL ROARS

Oh, boy! Talk about animal comedies, don't let this Century Comedy get by you. It will raise a furore of mirth in your house that will send them out to tell their neighbors about it. "A Lion in the House" means a crowd in the house, money in the house and satisfaction in the house. What more do you want? If you haven't tried one of these Century Animal Comedies, start with this one just to find what "A Lion in the House" will do for you.

UNIVERSAL

Bryson's Latest

MINNEAPOLIS UNIVERSAL EXCHANGE MANAGER HAD NOT "BEEN IN THE NEWS" FOR THREE DAYS, SO HE PULLED THIS:

We copy from

The Winona Republican-Herald, Friday Evening, August 29, 1919.

Lost In Bank of Clouds, Fliers Land In La Crosse Instead of Minneapolis This Afternoon and Return Here For Gasoline

Pilot C. S. Keyes and Manager James V. Bryson of Universal Film Company of Mill City, Have Unusual Experience in Skies Today After Making Record Trip to Winona on Thursday Evening to Serve Motion Picture Patrons at Lewiston.

RESUME FLIGHT THIS AFTERNOON AND EXPECT TO BE IN HOME FIELD BEFORE CLOSE OF BUSINESS DAY

LOST in the clouds after circling this city this morning, Pilot C. S. Keyes, of the Curtiss Northwest Aviation company, and James V. Bryson, manager of the Universal Film Company, both of Minneapolis, went to La Crosse this morning instead of Minneapolis.

The fliers came here last night on an emergency mission to deliver films to Lewistown. This morning they left the Neville Flying field at 11 o'clock, intending to make the trip to Minneapolis. They climbed about 3,000 feet and made a wide trip around the rim of Winona. The airplane disappeared in the clouds northwest of Winona. Word was being awaited here of their arrival at Minneapolis when the plane re-appeared here, coming up the Mississippi river. They landed early this afternoon for a second time at the Neville field.

Lost in Clouds.

"We went into a bank of clouds," says Bryson, after the plane landed, "and when we came out lost our bearings. Keyes made a straight shoot and before we realized we were out of our course we were above La Crosse. We landed and spent half an hour there."

After taking on another load of gasoline, the fliers again ascended shortly before 3 o'clock and headed directly west, following the course of the river on the Wisconsin side. They expect to negotiate the distance to Minneapolis by 4:30 o'clock.

They Get Films.

The trip was the result of failure of the Lewiston to receive films for "The Hearts of Humanity," widely advertised there. The theater management appealed to the Minneapolis office yesterday afternoon to find some emergency measure to bring the films there. They explained that many tickets had been sold and not to present the play would be the source of keen disappointment. The Minneapolis office had been unable to send the films in time to reach Lewiston by rail. Manager Bryson, late in the afternoon, telephoned the Curtiss field and arranged for the air trip. Lewiston was notified to send an automobile to the Winona flying field to receive the films.

At Minneapolis delay was experienced in loading the eighty-pound box of films into the airplane. It was not until 6:30 that the Curtiss flier cleared the field and headed for Winona. It was dusk when the machine hove into sight at the field. The landing was made speedily and the waiting motorists sped home with the films in time to present the evening performance, although it was given on a late schedule.

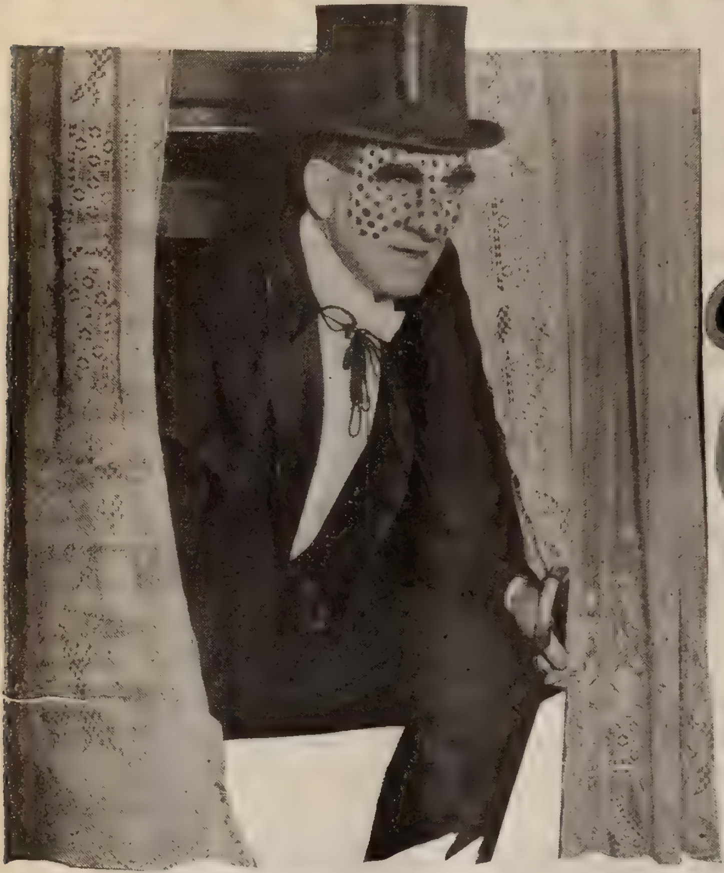
When the two airmen reached this city, only the Lewiston party was on the grounds, other persons who had been waiting there left the field in the belief that the fliers had given up the trip and landed because of the rapidly approaching darkness.

First Trip of the Kind.

So far as is known, Pilot Keyes and the film company manager, in coming to Winona blazed the trail in making an airplane serve a picture theater with its films.

The pilot, returning to Minneapolis this afternoon, carried an air post letter from the Republican-Herald to the managing editor of the Minneapolis Journal.

The Box-Office Super Serial of



James Corbett

The best known Actor-Athlete in the World today

in

The MIDNIGHT

“DID I see your Second Episode? Say—I'm not over it yet! What are you giving us here, anyway—a feature in two reels? You've got this new serial so dressed up with illustrated titles and classy trick openings that I can't make the late-comers believe it's a serial—they think they're seeing a feature production.”

How's that for a testimonial, Mr. Exhibitor? Oh, Boy—if you miss “THE MIDNIGHT MAN” you miss the surest thing the serial screen has ever known. Get on the phone or wire now. Your nearest U. Exchange.

The new UNIVERSAL Super-Serial de Luxe

UNIVERSAL

Action-Drama-Mystery-Romance

"Kindly express your Preferences, Gentlemen—hooks or uppercuts—I always strive to please"

MAN"

Eighteen Weeks of Profits and Popularity

"Uncle–Can you hear me? I want to borrow a Million Dollars"

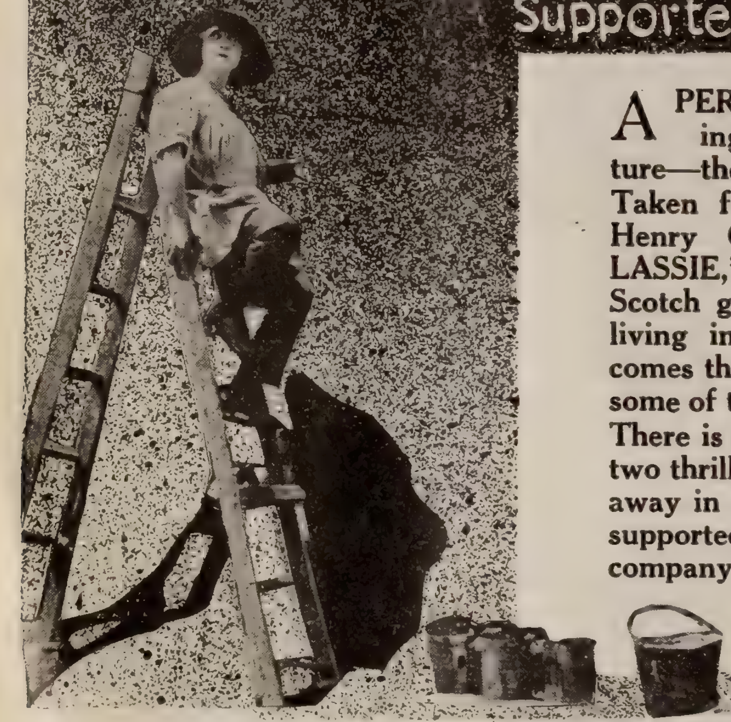
Carl Laemmle offers
the UNIVERSAL SPECIAL ATTRACTION

"Bonnie, Bonnie Lassie"

Starring

MARY MacLAREN

Supported by Spottiswoode Aitken



A PERFECT example of what is fast becoming a tremendously popular type of picture—the Comedy-Drama full of drama. Taken from the story, "Auld Jeremiah," by Henry C. Rowland, "BONNIE, BONNIE LASSIE," is the absorbing romance of a sturdy Scotch girl who determines to earn her own living in this country, and inadvertently becomes the ward of a millionaire while painting some of the worst signs ever put on a billboard. There is a chuckle and a laugh between every two thrills and a happy ending that sends them away in a glow. Mary MacLaren at her best, supported by Spottiswoode Aitken and a fine company of Universal players.

R.L.

SYNOPSES OF NEW SCREEN MAGAZINE, No. 30; "A LION IN THE HOUSE" AND CURRENT EVENTS, No. 35.

New Screen Magazine,

No. 30.

It is possible to see in New Magazine, No. 30, many of the wonders of nature in the natural world. In the very first episode the mirror is held up to nature and through the medium of water reflection the beauties of camera reproductions are shown. Miss Annie P. Roe earns her living and has done so for a number of years by counting money. She has been at it fifty years and has counted a few hundred thousand dollars over her first billion in the Treasury at Washington.

"The Hearthbug," or as it is technically called, "The Lepismidae," is found in the chinks of walls and fireplaces and under the floor boards. Its peculiar domestic economy and the Teutonic attitude of the male toward the female are interestingly portrayed in this screen magazine. Lillian Russell shows how to stop a double chin. Sr. Falconi shows how to tell if your eye is quick. S. Zalud displays forthcoming feminine fashions while our own chemist breaks up a drop of water for you into two parts hydrogen and one part of oxygen.

The magazine closes with a photo-movie of Priscilla Dean, who has just signed another long-term contract with the Universal.

"A Lion In the House"

Century Two-reel Comedy Co.)

(*Copyright*, 1919, *Century Comedy Company.*)

ZIP MONBERG slept so well that he had to have a couple of feathers to tickle him to wake up. His wife was one of those cute little things always ready to nag, and from early in the morning to late at night she would boss him around. Their son was the most mischievous child and was in all kinds of mischief and trouble. When his ma put some pies on the fire-escape to cool off he stood underneath with a hose and manipulated these pies so that both he and his dog had a feast. His mother discovers the theft and starts to punish him. He goes into the bathroom, jumps into a tub full of water, and splashes it all around. Mother chases daddy in after the boy and in the scramble they tip the bathtub and cause a sudden downfall of water on the guests at the hotel.

They take sonny for a ride in his carriage and while they were arguing at the head of the stairs the carriage falls down, baby and all. Father takes baby for a stroll on the beach and forgets all about hin baby when he sees other "babies." One girl calls him down to the beach and they are sitting there chatting when friend wife comes along. She sees the baby carriage riding toward the end of the pier and great excitement follows when daddy tries to catch the carriage before it goes over the pier. In the meantime sonny had crawled out and was in hiding when his dog and some fellow who had too much laughing water was in the carriage. When the carriage and the father come to the surface he discovers this man in the carriage and is astounded to think his son has grown so quickly.

Zip is in the "private stock business" and carries on his business at the bottom of the ocean. Just about where his establishment is you can notice a bunch of fishermen at all times and when they have made a good catch they go staggering away. A detective discovers the bunk, puts down his money as bait for the fish, receives a load of fish and tests the good old rye. He enlists the aid of his 1928 bloodhunds (lions) who help him to catch the law-breakers. A wonderful chase follows, which takes place in an amusement center on scenic railways and different things.

Current Events,

No. 35.

Leaps From Swift-Moving Aeroplane to Test Parachute.—New York City.

Sub-Titles.—Major Orde Leen, late of the Royal Air Force, assisted by Lieutenant McCullough, undertakes daring experiment for Popular Science Monthly. Off on his Curtis flying boat to prove that with the "Guardian Angel" parachute no aviator need fear the collapse of his plane. Rescued by a conveniently handy police boat. Miss Liberty, accustomed to many strange sights, never before saw one like this. Major Orde Leen.

Thousands Acclaim Prince of Wales on Arrival at Toronto.—Toronto, Canada

Sub-Titles.—The Prince boards his special train at Three Rivers for the run to Toronto. At Toronto he delivers a reply to the mayor's address of welcome. A brief visit to the Toronto Exposition follows. And an afternoon at the trotting races closes a busy day.

Is Noah In the House?—Here's a modern ark that arrived from darkest Africa with a cargo of missing links. *—Boston, Mass.*

Sub-Titles.—Competition is keen, but the monk has the best of it. They're importing 'em now since the Anti-Saloon League banished 'em from America. First call for dinner.

Very American is Sulu Princess Here On Visit.—Niece of the Sultan arrives with Miss Carmen Aguinaldo, daughter of the famous Philippino insurrecto.*—Seattle, Wash.*

Sub-Titles.—The Princess Tarkata Kiram, niece of the Sultan of Sulu, and Miss Aguinaldo. Nothing to mark her rank—the diamond insignia of the Sulu Royal family is worn only at home. Miss Aguinaldo is familiar with American styles.

Beauty More Than Skin-Deep With Movie Sirens.—Photographic tests of aspirants for motion picture career prove fallacy of old proverb.*—Roslyn, L. I.*

Sub-Titles.—Camera! Action! A test film is made. The "make-up" man manages to improve slightly upon Mother Nature's work. Miss Virginia Brown romps off with the honors in the brunette class. Miss Helen Lee Worthing, of Boston, Mass., captures the honors for the bean city. Miss Blanche McGarrity, of San Antonio, Tex., the star contestant from the Sunny South.

World's Largest Passenger Plane Proves success.—Chicago, Ill.

Sub-Titles.—Assembling the monster plane designed for coast to coast passenger-carrying service. "All aboard!" "Milwaukee next stop!"

International Presents the Birth of the Polish Republic!—Exclusive pictures of the triumphal entry into Warsaw after months of occupation by German troops.

Sub-Titles. — General Pulsudski, President of Poland—the man who led the Polish Army to victory—arrives at the ancient capital. General Haller, Commander of the Polish Legion that fought in France; General Pulsudski and French officers. General Haller (with black band on arm). Poles who fought in France still wearing the uniform of the French army, marching for the man who brought them freedom. Troops once forced to fight for Austria march in final review before the triumphal entry into Warsaw. Habit is strong—hence the goose step. Poles who were forced into the Russian army but who later fought for the freedom of Poland. Polish troops from Posen—formerly a part of German Poland—in the German uniform, which they still wore when they fought in the Polish army.

A hit in the Cosmopolitan
A triumph on the Screen

Mary MacLaren

in

Fannie Hurst's
Greatest Story

"A PETAL ON THE CURRENT"

"HERE," says "WID," "is a human picture that should suit almost any crowd. The picture is one that will get word of mouth advertising. It is the sort of film that will be recommended to their friends by many who see it. In any event, it's worth a play."

UNIVERSAL
SPECIAL ATTRACTION

SYNOPSES OF "THE WHEEL OF TERROR," "HEART TROUBLE" AND INTERNATIONAL NEWS, No. 35.

ELMO LINCOLN in

"The Wheel of Terror"

Episode 15.

"ELMO THE MIGHTY."

CAST.

Capt. Elmo Armstrong	**Elmo Lincoln**
Lucile Gray	**Grace Cunard**
Rawden	**Ivor McFadden**
Steve Blighton	**Frederic Starr**
Granville Sear	**Rex DeRoselli**
Mrs. Armstrong	**Virginia Craft**
Wong	**Chai Hong**
The Mystery Man	**James Cole**

THE Masked Menace is also apparently wounded, but when the greaser attempts to throw him off the bridge he suddenly comes to life again and throws the Mexican to his doom. The black devil then goes down the rope and rescues Armstrong, bringing him to Lucile, who is still sweltering in the terrific heat. The only road to safety lay across the desert, and even the Mexicans were wary of traversing its burning sands. After terrific experiences in the desert where they weathered a sandstorm, and Armstrong, by main force, dragged a prairie schooner with a sand-wrecked party to safety, they discovered a cavern in which there was a spring. While Armstrong was getting water from this spring a Mexican renegade who had stolen an army airplane picked up Lucile and started off. Five American planes are soon in pursuit of the renegade and Armstrong is picked up by one of them. In the fight which follows the renegade mortally wounds the pilot of Armstrong's machine and it falls with Armstrong into a forest.

"Heart Trouble"

Lyons-Moran Star Comedy.

CAST.

Arthur Momiter	**Eddie Lyons**
His Friend	**Lee Moran**
Nurse	**Mildred Moore**
Lee's Wife	**Grace Marvin**
Nurse	**Emma Gerdes**
House Doctor	**Bobby Mack**

LEE MORAN, a henpecked husband, afflicted with a rather unprepossing wife visits Arthur Momiter, who is sick in a hospital. A bevy of beautiful nurses flock around the sick man and the visitor promptly decides to get sick himself so he can share with his sick friend the atmosphere of baby stares, golden locks and dimpled cheeks. He throws a fit and is brought into the hospital for treatment, but his fond anticipations receive a terrible jolt when he finds that a nurse with a face like the proverbial "fried egg" is assigned to his case. After a series of attempts to get rid of this nurse, sudden relief comes to both of the boys by a clandestine ball given on the hospital roof. Rheumatism, gout crutches, splints and, incidentally, all discipline, are thrown to the winds and a riotous jazz party is enjoyed on the hospital roof.

A bomb shell is thrown into this merriment by the sudden appearance of Lee's furious wife and the "higher ups" of the hospital and all the hilarity winds up with a free-for-all pillow fight; the picture fading away in a cloud of feathers.

International News,

No. 35.

Italian Warship Here on a Friendly Visit.—Dreadnought Conte di Cavour receives royal welcome from citizens of the Hub.—*Boston, Mass.*

Sub-Titles.—A salute to the visiting craft. Admiral Hugo Conz, commander of the Conti di Cavour. The gallant crew and the mighty guns of the Conti di Cavour.

Post-Office Tests Air Mail Delivery to Steamer at Sea.—New York City.

Sub-Titles. — Experiments suggested by the Popular Science Monthly may result in establishing a seaplane postal service. An air marine flying boat leaves with late mail for the White Star Liner Adriatic, already far out at sea. A trailer from the flying boat catches a guy-rope on the Adriatic and the mail pouch is released—to be quickly hauled aboard the steamer. Mail for passengers and copies of the Popular Science Monthly are distributed by the Captain.

"Batter Up."—"Don't you dare bat me up," snapped Miss Viola Dana when called to the plate in the Inter-Studio "Movie" Championship.—*Los Angeles, Cal.*

Sub-Titles.—Miss Bessie Barriscale finds the base-runner prefers to hug the catcher instead of the home plate. Miss Dana, pitcher, and Miss Barriscale swap dope on signals. The umpire can't keep his eye on the ball! He called 'em foul, but we think "pretty fair." Wouldn't you?

Britain Pays Honor to Heroic Work of Navy in Great War.—London, England.

Sub-Titles.—Like days of old—a river pageant upon the historic Thames expresses England's admiration for her gallant jack-tars. The King and Queen, with the Princess Mary, are passengers on the Royal Barge.

Find Use for Spiny Cactus of the Desert (For New York City only).—"Spanish Bayonet" curse of the ranchers and cattlemen, is harvested and made into rope.—*Newman, Tex.*

Sub-Titles.—For years it has been the chief building material of the so-called "desert rats." The spikes or leaves are baled like hay.

Sound Teeth for Dobbin (Omitted from New York City).—In these scientific days the dental surgeon doesn't spare even the unoffending horse.—*Boston, Mass.*

Sub-Titles.—The dentist's weapons —the kind you dream about. A gentle little painless operation—(that's what they all say). Billy's pony has been eating too much sugar. So out comes his sweet tooth—ouch!

Airmen Compete in First International Aerial Derby Race.—Mineola, L. I.

Sub-Titles.—Lieutenant A. B. Crehore, whose machine was later wrecked at Albany, hops off on the first leg to Toronto. The wreckage of Lieutenant Chehore's plane at Albany. Pictures brought to New York by Lieutenant Plumb. Miss Emily Smith, daughter of Governor Smith, and Mrs. Eugene Wood, look over the plane of Lieutenant Young. Lieutenant James Plumb and Major Cushman A. Rice—the first flyers to reach Albany on the round trip from Mineola to Toronto and return. Lieutenant Plumb and Mrs. Alfred E. Smith, wife of Governor Smith.

Paris Prices Drop at Peoples' War on Retail Profiteers.—Paris, France.

Sub-Titles.—A Committee of the Consumer's League checks retail prices with those from the wholesale markets. A visit to the stores and stalls in protest against retail profiteering. Prices in some instances are reduced as much as forty per cent. A heated argument—and the result—the price label is changed.

Poles Honor Aged Heroes Who Fought in Vain for Freedom.—Warsaw, Poland.

Sub-Titles.—Veterans of Poland's unsuccessful revolt against the tyrannies of alien task-masters. The aged heroes—and the fighting men who brought into reality their dreams of Polish freedom. Free Poland pays tribute to the memory of the Patriot Kosciusko. Bare-footed "kiddies"—for shoes are scarce—but no material wants can detract from Poland's happiness in Liberty.

If it's new to You

How to tell a BAD EGG

The Pigeon that saved the Lost Battalion

You're the judge as to the newness of the NEW SCREEN MAGAZINE. You, the Exhibitor, see more new things on the screen in a week than other people see in a month. If the NEW SCREEN MAGAZINE is new to you, that's all that's necessary.

All right, then—how do you tell a bad egg from an egg that's only slightly fatigued? Don't know? See the NEW SCREEN MAGAZINE and then tell your wife.

What do you know about Carrier Pigeons? Here's the life story of the bird that saved the Lost Battalion in the Argonne. The bird that was awarded the Croix de Guerre! See this bird hero in the NEW SCREEN MAGAZINE.

Futurist Movies—what are they? Ah-hah! You don't know! See 'em in the NEW SCREEN MAGAZINE. Look for Secretary Daniels—and marvel—and smile.

No—we never forget the ladies. The newest in Fashion's follies and fantasies—get hep in the NEW SCREEN MAGAZINE.

Don't miss the delightful FUTURIST MOVIE of Sec'y the Hon. Josephus Daniels

that's all that's Necessary

THE NEW SCREEN MAGAZINE

We put it right up to you—do you know any novelty reel on the market today that has even one-half the real novelties in every issue that the NEW SCREEN MAGAZINE has? No, you don't—because nobody else goes out and digs for 'em as we do. Novelties have to be hunted.

It takes time and brains and money and ingenuity to give you such a grist of new stuff every week, but we're being repaid now, because we're ahead of all the others, and we know we can stay ahead. Make the same thing true of yourself. Book the NEW SCREEN MAGAZINE.

UNIVERSAL

"The Best Bad Man"

Two-reel Western Drama.

CAST.

"Striped Shirt" Ransom	Pete Morrison
Sierra	Magda Lane
Sheriff	Harry Rattenberry

"STRIPED SHIRT" Ransom had been born with a chip on his shoulder and, as a consequence, was always mixed up in some quarrel, generally with "Straight Flush" Dawson, a gambler de luxe, who was seemingly trying to get into the good graces of Sierra, daughter of Sheriff Cline, but who was loved by Ransom.

One day he proposes to her, but is accepted only on condition that he learn to control his beastly temper and discard a striped shirt, which is most annoying to Sierra. He promises, but swallows many bitter insults trying to fulfill the first promise of controlling his temper. He carries this to such an extent that Sheriff Cline calls him into the office and tells him that he was figuring on making him his deputy when Jim, the present deputy, went back to the mines, but that he, Ransom, has of late seemed to be without any spunk or nerve, and that he can't consider his marrying Sierra until he gets some money ahead.

Going past the Sheriff's office and hearing that the stage is coming with a shipment of currency, Dawson decided to hold it up and, donning Ransom's striped shirt, he proceeds to get the money. Riding off, after robbing the stage, he meets Sierra out driving. Upon inquiry, he says: "Yes, I took Ransom's shirt, and now I'm going to take his girl, too." A struggle ensues.

Upon being informed that a man in a striped shirt held up the stage, the Sheriff organizes a posse, who drive out after the bandit. Ransom, hearing of Sierras' struggle with Dawson, through a peon who had attempted to go to her rescue but was knocked down down by Dawson, starts in pursuit. The posse accidentally shoot his horse from under him, but he catches the stage just starting off and drives madly after Dawson and Sierra. The stage forces the rig to the edge of the road, and as Ransom grabs Sierra from the buckboard, the rig goes over the edge and Dawson is killed and the men take the currency from his pocket.

The Sheriff asks Ransom where he got the shirt he has on, adding that it is his Sunday-go-to-meeting shirt. Ransom explains that Sierra sent it to him, and Sierra tells what must have happened, at which the Sheriff replies: "Ransom, you can have Sierra, but I want my shirt back."

JAMES J. CORBETT in

"$10,000 Reward"

Episode No. 3.

"THE MIDNIGHT MAN"

CAST.

Bob Gilmore	James J. Corbett
Nell	Kathleen O'Connor
Henry Morgan (Nell's father)	Joseph Girard
Martha Gilmore	Georgie Woodthorpe
John Gilmore	Frank Jonasson
Hargreaves	William Sauter
Spike	Noble Johnson
John Zafara	Orral Humphreys
Arnold	Joseph Singleton

AS Zafara is about to cut off Bob's finger to get the jade ring, Bob manages to clutch the girder of the viaduct with his legs and swing to safety. Arnold arrives and Zafara flees. Arnold believes Bob has been plunged to death as the car went off the viaduct and as the detective goes back to find the body Bob climbs up on the other side of the viaduct and saunters off.

Zafara is invited to perform magic feats at a charity benefit in which Nell Morgan is interested. Arnold and Bob, living under an assumed name, meet at the club and make a wager, Arnold to pay Bob $1,000 every time he fails to catch "The Midnight Man" and Bob to pay $10,000 if the detective makes the capture. Morgan overhears the wager and invites Bob to his home.

On the way to Morgan's home Zafara catches sight of the jade ring on Bob's hand as he passes in the taxi. Zafara gives chase in another taxi, but Bob, by leaping from one moving taxi to the top of the other, eludes him and reaches Morgan's.

The Morgans take Bob to the benefit show and he slips out and tells Arnold, by phone, that "The Midnight Man" will be at the theatre. Arnold comes in force. During the performance Bob excuses himself from Morgan's box and enters the theatre basement. Zafara is performing a trunk disappearing trick and Bob, first masking as he appears as "The Midnight Man," substitutes himself in the trunk. Thus he appears before Arnold on the stage. There is a chase all over the theatre, in which both Arnold and his detectives and Zafara take a hand, and Bob finally escapes to the roof of a building. With men behind and below him, he leaps from the building, catching a rope hanging from a flagpole. The rope breaks and Bob is hurling to earth.

SYNOPSES OF "THE BEST BAD MAN," "$10,000 REWARD" AND HEARST NEWS, No. 35.

Hearst News,

No. 35.

Camping Out Keeps West Pointers in Trim.—Cadets in summer manoeuvers pitch tent at picturesque lake-side.—*Monroe, N. Y.*

Sub-Titles.—A dip in Round Lake drowns memories of the last long mile. Future generals—but they have to do K. P. The "chow" line for breakfast—nobody's late. This helps digestion. The birdman, who's aiding in the manoeuvers, pays a little call.

Train Drops Through Tressel Into Creek—One Dead, Many Hurt.—Leeds, Ala.

Ice Cream Cones and Candy Make Orphan's Outing Gala Event.—Chicago, Ill.

"Movie" Cameras to "Shoot" Scenes in Unexplored Africa.—New York City.

Sub-Title—Expedition of the Smithsonian Institute and the Universal Film Co., make ready to penetrate the jungles of the dark continent.

Yank Gunners Ready for Call to Action on Mexican Border.—El Paso, Tex.

Sub-Titles.—Boys of the Eighth Cavalry now in Mexico in pursuit of border raiders. Venustiano Carranza, President of Mexico, whose government has protested against the presence of American troops on Mexican troops on Mexican soil.

Prince of Wales Sees Great Quebec Bridge.—Formally dedicates famous engineering marvel—*Quebec, Canada.*

Sub-Title.—The temporary home of the prince—the Battle Cruiser Renown.

International Presents the New Era in Berlin!—First and exclusive pictures taken since the signing of the Peace Treaty.

Sub-Titles. — Police Commissioner Noske's guards, who suppressed the Red Revolution, marching down the Wilhelm Strasse toward Unter den Linden. Street barricades—remnant of the revolution—with government guards examining credentials of all pedestrians. American doughboys giving the famous wooden statue of the once mighty Hindenburg the "once over." How has the mighty fallen! Veterans of the great war parading after crushing a Spartacide uprising.

"Indoor Sports" Cartoon by "Tad."—Listening to a gay-dog salesman explain to his wife how he happened to be in a red ink joint.

LIONS-MORAN

STAR ★ COMEDIES

Bright
Clean
Welldressed
and
Up to the
M-i-n-u-t-e

★

UNIVERSAL

See him

The Prince of Wale
inspecting the grea
new Quebec
Bridge

Our Royal Visitor

will have his every mov
put first on the screen by

International

Universal Current Events

Millions of people are following every move of the young Prince of Wales during his wonderful American trip. Millions want to see him. Among those millions are many in your town who will walk miles to see this royal personage—how he acts, what he does, what he looks like in life. Take advantage of this big special attraction NOW. You get all the pictures of the Prince of Wales' trip in THE BIG THREE.

"BE FIRST

in your house and ADVERTISE THAT FACT constantly and watch the crowds come regularly, the same as if you were showing the biggest features.

Show him First in the Big Three!

Did you get in on this Big Three Scoop?

Inside stuff that nobody has yet procured. Inside stuff that only the International with its world-wide staff of experts could get. That's what you will be able to show your patrons EVERY WEEK if you show THE BIG THREE.

First pictures of Berlin from the inside — see the Doughboys ?

News

Hearst News

Produced by International

RELEASED BY UNIVERSAL

"The Best Bad Man"

A Chuckle and a Thrill for 2-Reels

"HAY-HO," says Pete's comedy cayuse, cutely crossing one fin over the other, "go ahead and kiss—I won't tell."

EVERY week these Morrison Two-reelers grow more popular, chiefly because they're not artificial, but, instead, are little bits of real life, with plenty of chucklesome humor mixed in with the galloping. Let your people have these right along. Don't miss "The best Bad Man."

UNIVERSAL

featuring

Pete Morrison

SUPPORTED BY

Magda Lane

GET THAT POLO PUNCH !

into your Two-Reeler's

BOOK *the*
CYCLONE SMITH
SERIES *of* **TEN**
WHIRLWIND
TWO-REELERS

EACH STORY
COMPLETE
IN ITSELF

UNIVERSAL

UNIVERSAL Presents

FRITZI BRUNETTE

in

"THE WOMAN UNDER COVER"

THE MOVING PICTURE WEEKLY

Sept. 20, 1919.
Vol. 9 No. 5.

MARIE WALCAMP
AS
TEMPEST CODY
IN
SPUR AND SADDLE STORIES

"Let me go back with you and your husband will never know!"

Carl Laemmle offers

Mildred Harris Chaplin

in Lois Weber's Dazzling Production

"HOME"

The Story of Everygirl

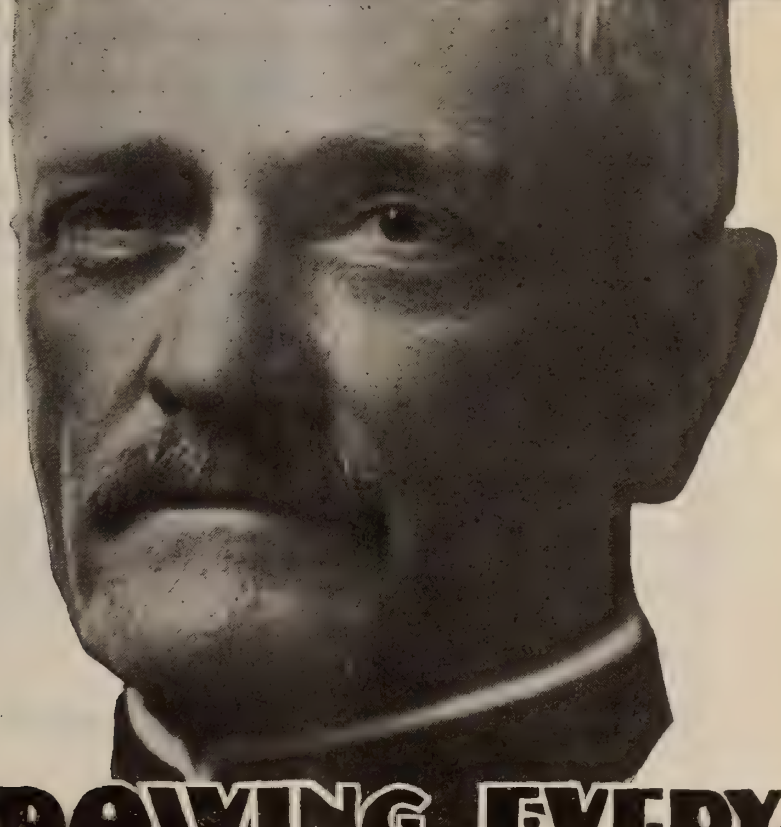
THERE is no one quite like Mildred Harris, and there is no one quite like Lois Weber. Which means that if you want an interesting, entertaining, clean, wholesome, beautiful picture you will have to go far to find the equal of "HOME." And you can be exactly as sure of your audience as you are of the play. All you have to do is to remind them that Mildred Harris is the girl who played in "The Price of a Good Time"—"The Doctor and the Woman"—"For Husbands Only"—"Borrowed Clothes" and "When a Girl Loves." Five famous successes—and "HOME" will make your sixth.

UNIVERSAL-JEWEL

PERSHING

our grand and glorious Hero and Man of the Hour

"The WEAPON of DESTINY"



OVERSHADOWING EVERYTHING ELSE IN PICTURES FOR THE PRESENT MOMENT

A GREAT big SPECIAL 1,250-ft. FEATURE, released coincidentally with Pershing's arrival home. Millions are waiting to see him. You can electrify your town, pack your theatre—you can make a genuine clean-up with this winner if you merely ANNOUNCE IT. Produced by International—Released by Universal. WIRE THIS MINUTE for this house-packer-thriller and money-getter. It's a clean-up for you.

WIRE FOR THIS SPECIAL NOW

TO ANY UNIVERSAL EXCHANGE

The Star-Stealers Slipped Up!

No. 250. -- Straight from the Shoulder Talk by Carl Laemmle, President, Universal Film Manufacturing Company.

Elsewhere in this issue you will see an interesting advertisement about Priscilla Dean, published by the Majestic Theatre of Reno, Nev.

Among other things the exhibitor says in his advertisement, "It is high time you were getting acquainted with this girl," and "today more producers are bidding for her services than for any other star in the profession."

Both remarks are true!

Some of our friendly competitors who go to church once a week and steal stars the rest of the time, fairly broke their necks to steal Miss Dean. Their frantic efforts to get her were proof enough that THEY KNOW SHE HAS BECOME A TREMENDOUS BOX OFFICE ATTRACTION. BUT THEY DID NOT GET HER!

Where there's smoke there's fire.

There must be a vital reason for this wild scramble. And the reason is that Priscilla Dean has become a star of the first water.

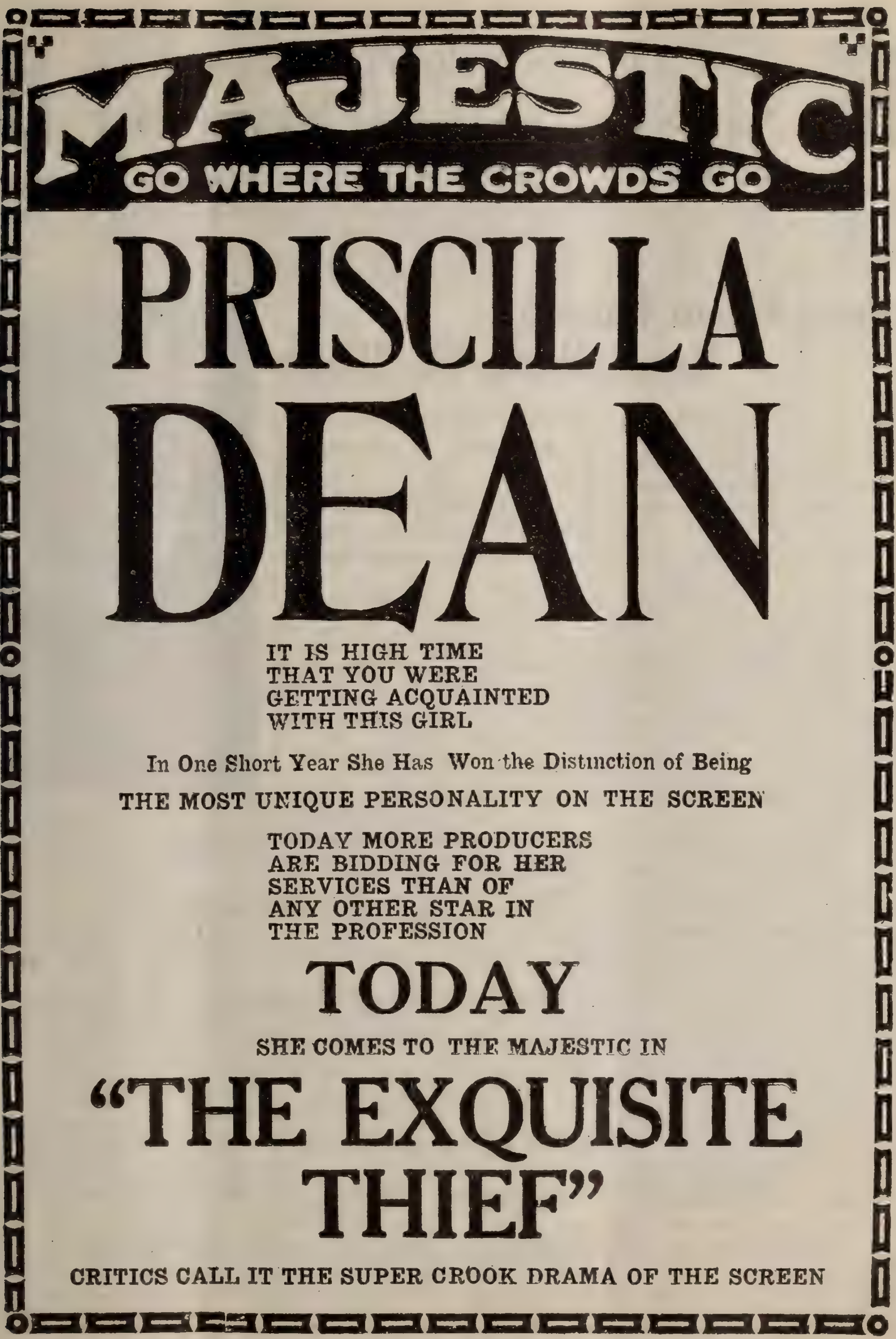
Some day you will be begging for her pictures, just as sure as fate, because your public will simply go mad about her.

There are FIVE GREAT PRISCILLA DEAN PICTURES NOW ON HAND IN EVERY UNIVERSAL EXCHANGE. If you have never used them, you ought to book every single one of them this minute. They are

"THE WILDCAT OF PARIS"
"THE WICKED DARLING"
"A SILK-LINED BURGLAR"
"THE EXQUISITE THIEF"
"PRETTY SMOOTH"

Pretty soon the whole world will be saying, "Oh, have you seen Pris-cil-la Dean in U-ni-ver-sal Pic-tures?" You can't afford to be behind the times, but you ARE behind the times if you have not introduced your patrons to Priscilla Dean.

If you have shown the above pictures, SHOW THEM AGAIN. They're better than nine out of ten of the newer pictures that are now being offered to you on the open-and-shut market!



MAJESTIC

GO WHERE THE CROWDS GO

PRISCILLA DEAN

IT IS HIGH TIME
THAT YOU WERE
GETTING ACQUAINTED
WITH THIS GIRL

In One Short Year She Has Won the Distinction of Being

THE MOST UNIQUE PERSONALITY ON THE SCREEN

TODAY MORE PRODUCERS
ARE BIDDING FOR HER
SERVICES THAN OF
ANY OTHER STAR IN
THE PROFESSION

TODAY

SHE COMES TO THE MAJESTIC IN

"THE EXQUISITE THIEF"

CRITICS CALL IT THE SUPER CROOK DRAMA OF THE SCREEN

A quarter page from The Nevada State Journal of Reno, Nevada.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor*, TARKINGTON BAKER, *Bus. Mgr.*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
VOL. IX. SEPTEMBER 20, 1919. NO. 5

Accidental Manager Praised by Mayor, Aldermen and Ministers

A Story of Success
by
L. V. SCHNEIDER.

IT isn't very often that an exhibitor is complimented by the mayor of his town, some of the councilmen and even some of the ministers on the class of pictures that he shows and the way in which he manages his theatre. But Omar I. Demaree, manager of the Franklin Opera House, at Franklin, Ind., a town of nearly 7,000 persons, has received compliments from many of the officials of his town, several ministers, and many more of his fellow-townspeople for showing such pictures as Mary MacLaren, Mae Murray and Harry Carey appear in for Universal. And Demaree, through what he calls "hard work, organization and the giving of good, clean entertainment," has made his house a distinct part of the community life and his patrons feel that they have a real heart-interest in the house.

As a matter of fact, Franklin people are deriving real benefits as well as good entertainment when they go to the "movies" at the Opera House. For the house is owned by the city and is even located in the City Hall. So when a Franklin person goes to the theatre he not only gets a real evening's entertainment, but he is also helping to keep tax levies down in the town, for a certain part of the theatre's profits goes into the city's coffers. Also when the mayor or the city clerk or any other city official wants to see a good show, he merely steps out of his office and into the theatre. However, they pay the admission charge the same as any other citizen of the town.

Demaree took the management of the theatre accidentally, but during the five years he has had the house, he has accomplished what every manager before him failed to accomplish—he has put the house on a sound basis. In 1914, Demaree was city editor of the Franklin Star. City officials were planning to close the theatre because it had never paid and also because a manager could not be obtained. No one wanted the management of the house, it seemed, and Demaree, who was a friend of all the officials, merely suggested one day that he would take the house himself if no one else could be found.

Pictures never had been played in the house before Demaree took over the management and one of his very first "official acts" was to ask the city to equip the theatre for the showing of motion pictures, realizing or believing that he could put the house "over with pictures." However, the city officials hesitated to spend the money for a machine, a curtain and other equipment. Demaree promptly took the money out of his own pocket and equipped the house. One of his next acts, after he started to show pictures, was to call on the ministers of the city and plead for their support on the ground that the people of the town needed good, clean entertainment and that motion pictures were within the scope of all—rich and poor alike. Needless to say, Demaree got their co-operation and one minister even started taking his Sunday school class to the theatre when an unusually good, clean picture was billed.

Demaree tells the following story about one of the ministers of the town who came to the theatre on a night when a western was being shown:

"The picture wasn't just the kind that would appeal very strongly to a minister, so I told him that he might be disappointed. However, I asked him to stop and tell me, before he left the theatre, just how he liked the picture. So at the conclusion of the picture he came to me and explained it this way:

"'Well, Mr. Demaree, some times I deliver a sermon which I don't regard as being one of my best, by any means. And very often, at the conclusion of such a sermon, many of my people come to me and tell me how good it was. Then other times I give a sermon which I regard as one of my best. And very little is said to me about it at the end. So I imagine it is about the same way with moving pictures.'"

Omar I. Demaree.

Demaree is a great believer in aiding local societies through the use of his theatre. Whenever a society comes to him and asks that a benefit show be given some night, Demaree always gladly consents, provided, of course, that it is for a good cause. The society then sells tickets and makes a complete canvass of the town. In this way, Demaree says that he has added many new patrons for the reason that the societies reach people that he could not reach. It also established a closer feeling between the theatre and the societies.

Would you faint

or scream or laugh or just look wise if you were a poor little Scotch lassie and you came to America and Somebody handed you his heart and

$ 20,000 000 !

See what

Mary MacLaren

does – in the Universal Special Attraction

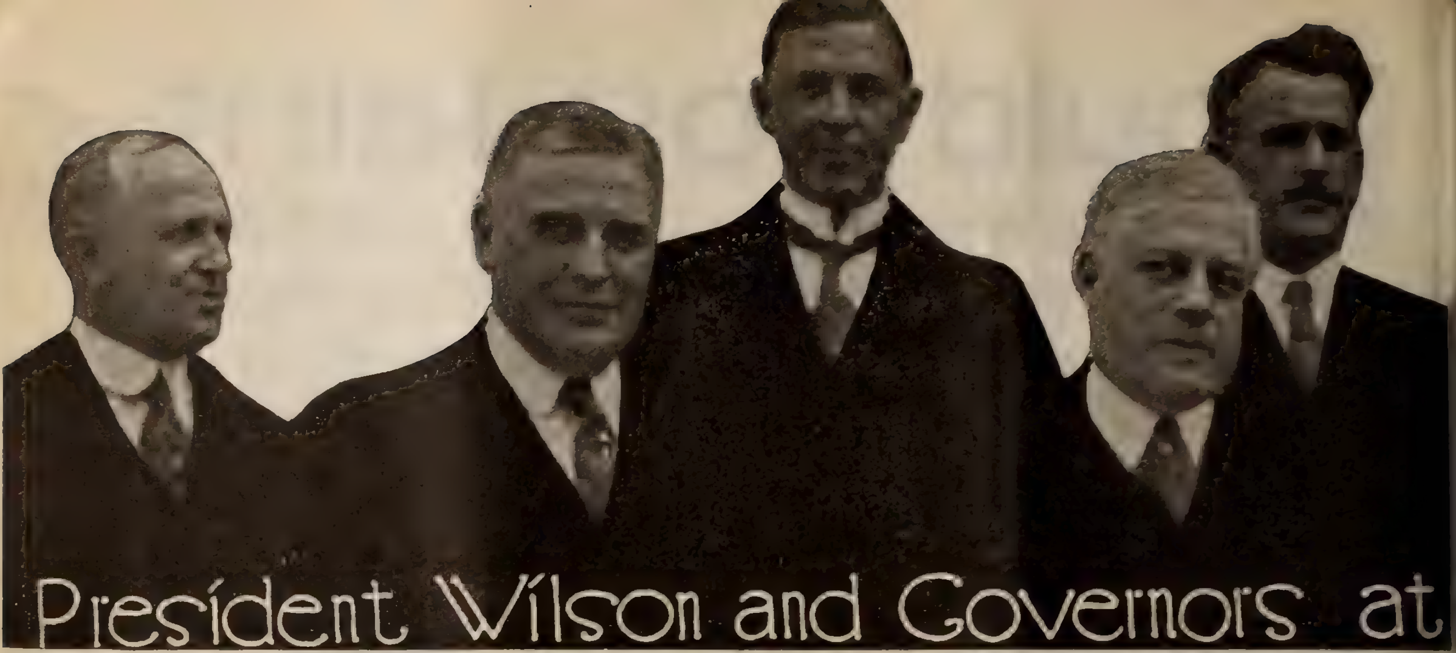
"Bonnie, Bonnie Lassie"

Presented by Carl Laemmle
Directed by Tod Browning

◆ ◆ ◆

From the Story AULD JEREMIAH by Henry C. Rowland

See it at Your Nearest Universal Exchange. One of the Big Twelve—NOT a Program Picture.



President Wilson and Governors at

HIGH COST

THE highest political powers in the United States are fighting the public's battle to reduce the high cost of living. You can show your patrons just how big a fight is being waged in their behalf by showing "THE BIG THREE"—International News—Universal Current Events and Hearts News.

HEARST
UNIVERSAL CUR
INTERNATI

FIRST AS USUAL

BE FIRST IN YOUR HOUSE WITH AL

Be first with all news pictures the same as you always try to be first with feature pictures. The people want the LATEST AND BIGGEST NEWS EVENTS. They want ALL the news events, not just a few of them.

Produced by International

the White House Confer on the

OF LIVING

EVERY big news angle in pictures with big exclusive news scoops every week as regular as clock work gives you the edge and advantage over all competition and enables you to feature your BIG THREE news reel weeklies in a manner that will make them pull like the biggest features.

NEWS
RENT EVENTS
ONAL NEWS

HE WORLD'S LATEST NEWS IN PICTURES

By contracting now for the BIG THREE you set the pace in your town for leadership instead of being the trailer. Get ALL the news and get it first, then advertise the fact that YOU are showing the BIG THREE.

FIRST AS USUAL

Released by Universal

Used "Destiny" to Raise Prices

OVERTAKEN BY THE UNCONTROVERTABLE NECESSITY EXPERIENCED BY OTHER HOUSES, THE CRYSTAL OF INDIANAPOLIS PICKED A WINNER TO MAKE THE RAISE.

INDIANAPOLIS, IND., Sept. 9 (*Special to* WEEKLY.)—Despite rainy weather on the first day, an operators' strike in the middle of the week, and a rainy day on the last of the week, the Crystal Theatre, of Indianapolis, recently raised its admission prices and played to good audiences throughout the week with "Destiny," the Universal-Jewel production featuring Dorothy Phillips as the feature attraction during the entire week.

Harry Cohen and Gustave Schmidt, owners of the Crystal, had decided some weeks ago that it would be absolutely necessary to raise the prices of admission to the Crystal. So they booked "Destiny," the first picture Dorothy Phillips has appeared in since "The Heart of Humanity," to "put it over." Also it was the first time in the history of the theatre that one picture played an entire week.

With the aid of extra newspaper advertising and the co-operation of ten-cent stores of Indianapolis in the displaying of the song, "Destiny," the cover of which bears a photograph of Dorothy Phillips, very good attendance resulted at the advanced prices. Realizing that Miss Phillips made a big hit in Indianapolis when "The Heart of Humanity," was shown here last May, she was featured in most of the newspaper advertising. The patrons have accepted the raise without protest.

STRAND OF CHARLOTTE STARTS WITH "DESTINY."

CHARLOTTE, N. C., *Sept.* 8 (*Special to the* WEEKLY.)—"The Delicious Little Devil," featuring bewitching Mae Murray in the role of a road-house dancing star with an invented hectic past, was selected as the opening attraction of The Strand, Charlotte's newest photoplay house. This theatre, booked by the Charlotte Exchange of the Universal, with its full service, had a successful and auspicious opening, and Mae Murray and the Universal won another triumph, despite the most severe competition from the other theatres of this city, including the vaudeville houses, all of which heavily advertised programs of unusual appeal for Labor Day.

Promotion of interest in "The Delicious Little Devil" and The Strand was confined to billboard and newspaper advertising. The preliminary campaign included intermittent displays carrying announcements and explanations of policy. This was followed the Sunday before opening day with full-page display advertisements in each of the two daily papers, a three by twelve display Monday, and a two by ten Tuesday. Previously heavy distribution of 24 sheets had been made.

"Paid in Advance" was the Universal feature attraction around which the program for the last two days of opening week was designed. This production was advertised as "an epic of the frozen north," and the patrons of The Strand expressed themselves as fully agreeing. The work of Dorothy Phillips, whose admirers here are legion, won for her and this picture much additional sincere and liberal praise.

As is the policy of The Strand for the present, the advertising of this picture was by heavy use of newspaper and billboard space.

GRIPPED THE PUBLIC

UNIVERSAL FILM EXCHANGE, INC.,
Indianapolis, Ind.

Gentlemen: Universal's new Elmo Lincoln serial, "Elmo the Mighty," has gripped the public with all the force the title implies. We are making our Friday showing of it a record day and would suggest that any exhibitor who doubts the advisability of having this distinctive serial on his weekly program would ask for a screening, that he may judge for himself the possibilities in this booking.

Sincerely yours,
STAR THEATRE,
Lafayette, Ind.,
W. G. OUTLAND,
Manager.

EXPRESSION of OPINION at CHICAGO

Trade Showing of "The Right to Happiness."

"The most beautiful and forceful picture I have ever seen. Such a picture deserves the highest praise. It has left a lasting impression on me in my work.—Edna Wright, Settlement Worker.

"I consider it an excellent presentation of a different subject in a way that should be helpful in the present crisis of unrest.—E. S. Taylor, Chicago Plan Commission.

"A superb production, one of the ten or twelve really great film dramas that are in a class by themselves. In this class, 'The Right to Happiness' stands first."—Carl Polson, Pastor the Church of Redeemer.

"A wonderful production. Send your message broadcast and it will bear fruit."—Mrs. M. Johnson, Dramatic Reader.

"It contains many vital truths, fairly and impressively portrayed."—H. S. Stock, Member of Faculty, Chicago Theological Seminary.

"Congratulations on your 'Right to Happiness;' it will be one of the few productions the fans of the country will still be talking about a year from now."—Rob Reel (Frederick W. McQuigg, Motion Picture Editor), Chicago Evening American.

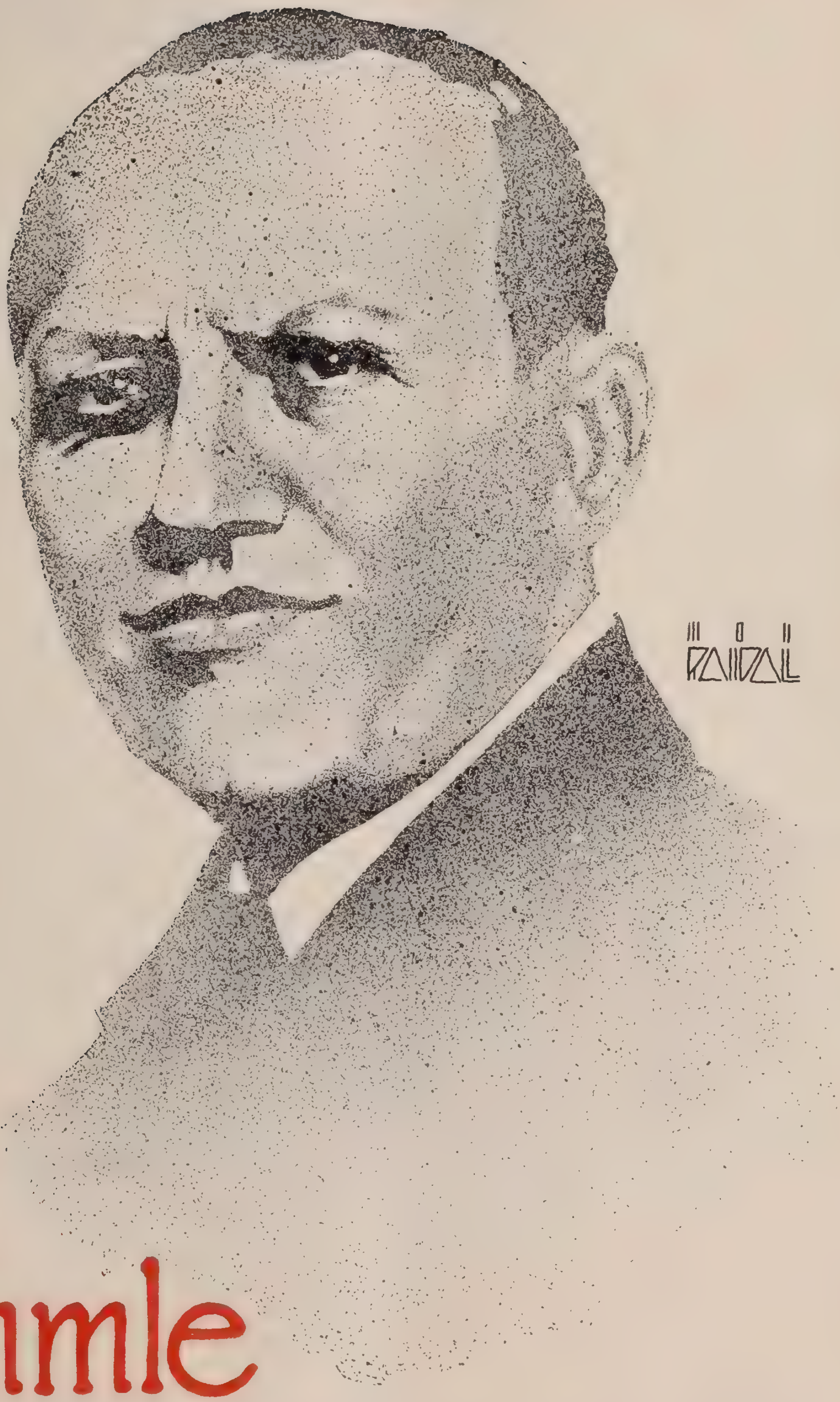
"BILL'S FINISH."

One-Reel Okeh Comedy.

Bill Jones	Ben Wilson
Mrs. Jones	Neva Gerber

BILL was one-third of the Jones family. Mrs. Jones was the other two-thirds, and this particular sunny morning the Jones' household was anything but sunny. To begin with, Bill lost his collar button and was late for breakfast and then complained that his coffee was cold. Wifey just couldn't stand it, so she said she was going back to mother, and Bill replied that "there was a train every hour." Any self-respecting wife would want a divorce after that, and so wifey called up the family lawyer and started to tell him all about it over the phone, but Bill grabbed another phone and told the lawyer not to mind her.

After a session at the lawyer's office, where they both claimed the family butler as chief witness, wifey told the butler to follow Bill and try to get some evidence. But Bill overheard her and, writing a little farewell note, he pinned it to his coat, laid the coat on the boardwalk and jumped off into what looked like the ocean, but in reality was just the sand under the boardwalk. But 'Gum-shoe Pete,' the butler, was wise to him and rushed home to tell wifey. When Bill came home he heard her asking the butler if it would be all right if she got married next week. He rushed in upon the scene, where she pretended to be very glad to see him, and they kissed and made up over a scalding cup of coffee that Billy said was just right.



Carl Laemmle

Read his statement on the two pages following

A STATEMENT from

THE amazing improvement in Universal pictures is the real talk of the trade, not only in this country but all over the world.

Never was there such a demand for the Universal product. Never did we have such a 100-percent list of attractions to offer.

At this moment every Universal exchange is packed full of prints of brand new pictures, unreleased but ready to show. It's "look before you book."

In the single month of September we are throwing on the market a tremendous assortment of the finest pictures ever produced––every picture superb! This is honest-to-god truth!

No concern in the industry has received so many favorable reviews from photoplay critics and from the public as the Universal is now getting.

1919
UNIVERSAL

CARL LAEMMLE

WE'VE got whatever you want, whether it is a super production de luxe, or the smallest short reel novelty, or anything in between.

You ought to make it your business to see every foot of these new releases, even if it takes you a week of screening. The prints are ready right now!

It was a herculean task to get all the prints ready and distributed among our exchanges, but we wanted you to "look before you book"—and now you can!

Gentlemen, the Universal is on top! We are making the finest productions on God's green earth, and our whole staff is on edge with excitement to hear your verdict!

We haven't asked you for contracts. We haven't cooked up schemes. We've simply made pictures, pictures, pictures—and they're ready now when you need them the most!

Carl Laemmle

1920 PICTURES

1919

Harry Carey
in
"The Ace of the Saddle"

HE'S human—that's why they appreciate him—he's real—that's why they believe in him—he has a grin—that's why they love him. And they're right with him every minute he's on the screen. Together with Jack Ford, his Director, Human Harry Carey has for some time been making the truest and most artistic Western pictures that the photoplay art has ever known. See "THE ACE OF THE SADDLE" and you'll realize what an actor can do when he's sure of his audience. Play it and you'll be just as sure of your own.

SPECIAL ATTRACTION

Olive Tell
in Richard Harding Davis' Great Story
"The Trap"

SHE is beautiful—and appealing. And America's most famous novelist-dramatist wrote the story. Which means that the action in this big, moving picture of the Frozen North is painted in with the swift, sure, sweeping strokes of a master-hand. The story of a woman who makes a great mistake in her early life. "THE TRAP" is so logically constructed and so finely acted as to be exactly what audiences of today enjoy—a crowded hour of real life presented in inspiring settings and suited to audiences of any age anywhere.

SPECIAL ATTRACTION

UNIVERSAL

1920

Mary MacLaren
in
"Bonnie Bonnie Lassie"

TAKEN from the story of "Auld Jeremiah" by the well-known author, Henry C. Rowland, "Bonnie, Bonnie Lassie" gives the American Beauty of the Screen a perfect vehicle for the steadily mounting appeal of her personality and talent in comedy-drama. Supporting Mary MacLaren is Spottiswoode Aitken in the character of "Auld Jeremiah," and the play of wits between the crusty old millionaire and the stout-hearted Scotch lassie determined to make her way in this country, is as keen a delight to the mind as the beautiful settings are to the eye. See this picture soon.

SPECIAL ATTRACTION

Kenneth Harlan
in
"The Trembling Hour"

THE war has brought us "shell shock" And shell shock has brought us the big, throbbing crisis scene in "THE TREMBLING HOUR" —a picture hot with the passionate strivings of youth to grasp revenge for injustice—next, grim with the payment of the debt due for overstepping the law—then hugely tragic with an inexplicable crime suddenly fastened on the returned soldier-hero whose regeneration until now had seemed accomplished. There are not many plays with the terrific intensity of "THE TREMBLING HOUR." But you know their success.

SPECIAL ATTRACTION

PICTURES

1919

Ora Carew in "Loot"

MADE from the famous story "Loot," by Arthur Somers Roche, which appeared in the Saturday Evening Post, this picture makes the ordinary "thriller" look like a day in an Old Ladies' Home—and yet is completely without objectionable features. The story of the theft of a two-million dollar necklace entrusted to a young American for delivery in London, "LOOT" has one of the most startling and intense robbery scenes ever conceived and, at the same time, is romantic with a heart-interest that will make your audiences glow with sympathy for the two delightful young people so tremendously involved. Here, gentlemen, is a real melodrama!

SPECIAL ATTRACTION

Kathryn Adams

Frank Mayo J. Barney Sherry in "A Little Brother of the Rich"

TO WEAR dress clothes and still be distinguishable from the waiters is something worth while to photoplays as well as to gentlemen. You will not mistake "A LITTLE BROTHER OF THE RICH" for anything but a Universal production, so perfect are its appointments from flying start to silken finish. Taken from the famous novel by Joseph Medill Patterson and played by an All-Star cast we believe that this is as fine an example of the well-rounded photodrama as any Producer will offer you this year. We leave the decision to you—at any Universal Exchange.

SPECIAL ATTRACTION

UNIVERSAL

1920

Fritzi Brunette
in
"The Woman Under Cover"

SOMETIMES the play appeals—sometimes the star—but here we have a picture in which both Star and Story tug at the heart strings, till it seems as if human emotion can stand no more. "THE WOMAN UNDER COVER" is a rushing, throbbing story of newspaper life—from the woman's side of it—the woman who had to choose between her duty to her paper and the big, strong man she loved, and her affection for a wayward brother in the toils of a woman under cover. They don't make them much finer and stronger than this picture. We advise you to see it.

SPECIAL ATTRACTION

Monroe Salisbury
in
"Sundown Trail"

THE golden days of old California—they have just been discovered! As usual, Universal has done it—first, with "THE OUTCASTS OF POKER FLAT," and now with Monroe Salisbury in "THE SUNDOWN TRAIL," a picture which is a sheer delight to the eye for its picturesque Sierra settings, its quaint, old-fashioned, yet attractive, dress, its rich flavor of those romantic, gold-glamored days that are gone. Played by Monroe Salisbury in that superbly emotional fashion of which he is the master, "THE SUNDOWN TRAIL" will be found a thrilling, quick-moving drama of the very best kind, no matter where or who your audience.

SPECIAL ATTRACTION

PICTURES

1919

Harry Carey in "The Rider of the Law"

HERE'S a real galloper! The story of a U. S. Ranger, reformed from a wild life, whom Fate forces to arrest his former evil associates, only to find that their leader is his brother and that brother the lover of the very woman for whom he, himself, is undergoing hardship and every form of danger. But he runs true to form—as "THE RIDER OF THE LAW," and as Harry Carey. Even when troubles are thicker than huckleberries in July, you'll chuckle over the human-ness of the man and exult with him when the day of victory over self and enemies finally comes. Book this and book it sure.

SPECIAL ATTRACTION

Robert Anderson in "Common Property"

THERE is no money-maker like Timeliness. And Timeliness points straight at Russia where, in the scenes of "COMMON PROPERTY," we have the sensational picture of a Russian's American wife and daughter claimed by the Bolsheviks under their infamous decree nationalizing all women. No. It is not too strong. "COMMON PROPERTY" has been handled in a wondrously artistic fashion. Its strength lies, as you will see, in the marvellous sympathy with which its naturally tremendous situations have been made to reach every human heart. Give this picture your own personal viewing and you'll agree.

SPECIAL ATTRACTION

UNIVERSAL

1920

Tsuri Aoki
(Mrs. Sessue Hayakawa)
in
"The Breath of the Gods"

CAN the cherry-blossom mate with the lily? Even with a lily of France? Here is a photodrama whose plot will yet see the Grand Opera stage—a picture of a little Japanese maid of noble birth, torn by love for one whom she cannot marry if she would remain true to her native land. A play into which the secret diplomacy of the Far East suddenly enters with tragic tread and reeking hand, making its pathetic heroine still more flower-like and fragile, still more certain of being broken in the mighty game of politics and ruthlessly cast aside. See this picture by all means. It is unique.

SPECIAL ATTRACTION

Monroe Salisbury
in
"His Divorced Wife"

THE women of your audiences like Monroe Salisbury fully as much as the men and they'll simply dote on "HIS DIVORCED WIFE"—because it's their kind of a story. Living in a simple mountain community, Asa Whipple, the iron-muscled blacksmith, marries the flower of the village, and then, through the plots of his rivals, has to pass through trials, perils, imprisonment and self-sacrifice, bearing them all like a true man and finally regaining his rightful happiness. Simple in plot? Yes—but like most simply constructed things—exceedingly strong.

SPECIAL ATTRACTION

PICTURES

1919

UNIVERSAL

1920

DOROTHY PHILLIPS

in

"THE RIGHT TO HAPPINESS"

A UNIVERSAL-JEWEL PRODUCTION DE LUXE

Produced under the direction of Allen Holubar

The finest adjectives are, after all, only words. You must see Dorothy Phillips in her wonder-role of the two sisters--you must see VIVIAN, the girl who had everything and gave nothing--you must see SONIA, who had nothing--yet gave everything. You must see these two--in the same actress--meet and kiss. You will then be seeing the very finest combination of acting and photography that the screen has ever known.

For some, "THE RIGHT TO HAPPINESS," will be a great spectacle of peoples' rights and wrongs--5000 assisted in its production--a city built and burned. For others, it will be a terrific revelation of the industrial struggle of today—of the volcano that smoulders under the crust. For a great many more, it will be, happily, the greatest love-story ever told. What more do you want in a picture?

PICTURES

1919

DOROTHY

in her amazing

"SONIA"

as of the Bolsheviki

in "The Right

UNIVERSAL

1920

PHILLIPS

dual impersonations

as "VIVIAN"

a daughter of the Idle Rich.

o Happiness"

PICTURES

"The RIGHT TO HAPPINESS"

"A Sure-Fire Special that Will Clean Up"

SAYS WID

"SURELY this is a Special, and, if you handle it right, it should be a very big money-getter. The success of Holubar's 'Heart of Humanity' is going to help you a lot in presenting this and you certainly realize the importance of being able to advertise this as a tremendous dramatic visualization of an intelligent solution of the problem of labor unrest. It will have exceptional appeal with all of the employed class.

"It certainly should be one of the big pictures of the year."

REMEMBER THAT WID PREDICTED THE TREMENDOUS SUCCESS WON BY "THE HEART OF HUMANITY"

WID WAS RIGHT THEN
WID IS RIGHT NOW

SAMUEL L. ROTHAPFEL, RECOGNIZED AS AMERICA'S LEADING EXHIBITOR, says:

"It is sure to be a big financial success."

NOW READ ON THE OTHER PAGE WHAT FRANK L. NEWMAN, PRESIDENT AND GENERAL MANAGER OF FIVE OF THE FINEST THEATRES IN THE MIDDLE WEST, HAS TO SAY

1919

UNIVERSAL

"I immediately arranged for an indefinite run"

SAYS FRANK L. NEWMAN

"The RIGHT TO HAPPINESS"

"ON MY last visit to New York City, I learned that you were going to have a private screening of 'THE RIGHT TO HAPPINESS,' Allen Holubar's latest production, and I feel that I was very fortunate in being able to see this wonderful picture.

"After the screening, I immediately arranged for an indefinite run at the Royal Theatre in Kansas City.

" 'THE RIGHT TO HAPPINESS' is a production that will linger long in the mind of everyone who sees it.

"It deals with a story that will appeal to everyone and particularly touches a condition which prevails throughout the world at the present time.

"Dorothy Phillips' interpretation of the two leading roles is superb—and the story, as a whole, is great.

"I want to take this opportunity to thank you for the privilege of seeing this picture so far ahead of the release date."

Very truly yours,

(Signed) FRANK L. NEWMAN

President

Newman Theatre, Kansas City
Royal Theatre, Kansas City
Regent Theatre, Kansas City
Butterfly Theatre, Milwaukee, Wis.
Fourth St. Theatre, Moberly, Mo.

1920

PICTURES

1919

DOROTHY

Supported by
ALL-STAR
in
A mighty Epic of the Love of Gol

"PAID IN

Written by one of America's most popular living authors—JAMES OLIVER CURWOOD—this huge drama of the Frozen North owns a splendid continuity of action and plot that are only equalled by the ruggedness of the story itself and so becomes one of the most all-satisfying pictures of many years. Scenically, it is a marvel—and of Dorothy Phillips we shall simply say: "It is the screen's foremost emotional actress at her best."

UNIVERSAL

1920

PHILLIPS

an Extraordinary
CAST

nd Woman in the Frozen North..

ADVANCE"

Chosen out of scores of the world's finest pictures for the opening of the new CAPITOL THEATRE at Broadway and Fiftieth Street, New York City—"PAID IN ADVANCE" may naturally be put down as perfect in every detail. Supporting Miss Phillips, is an extraordinary cast including Priscilla Dean, William Stowell, Lon Chaney and Carmen Phillips. Show it and you will be following the leaders among theatres no less than among producers.

PICTURES

1919

DOROTHY

in

A GREAT drama of the Mystery of Fate. Something that no one can resist when once they've seen your posters—something they'll not soon forget. WID says: "If you ran 'The Heart of Humanity' it is certainly up to you to follow it with 'DESTINY.' The Story is 'there' in many ways and the author, Charles Neville Buck, proves himself an analyst of character."

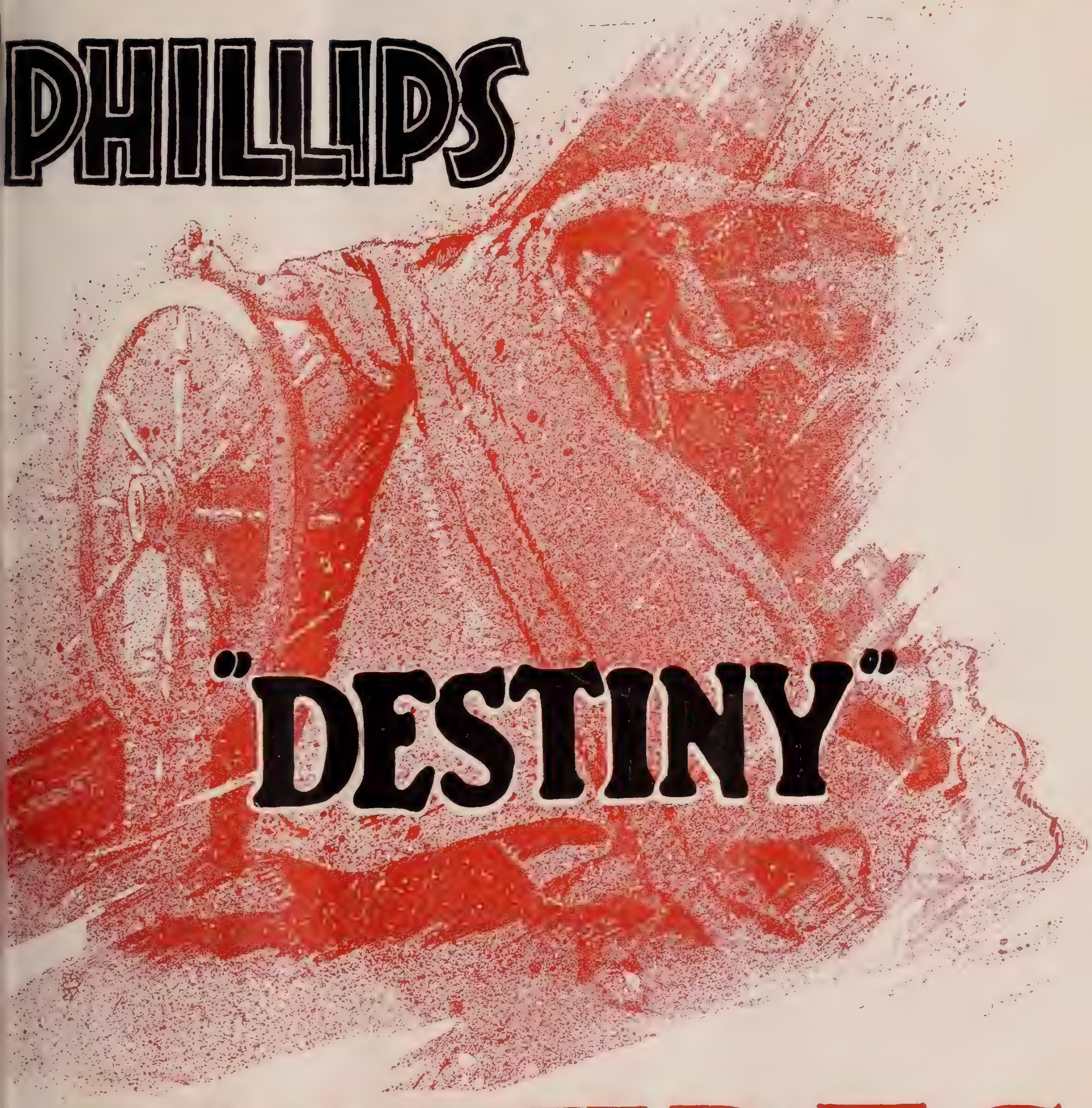
In corroboration which brings in the dollars and cents, H. G. REDMON of Redmon's Majestic (1200 seats) in E. St. Louis, says:

"DESTINY" is all that it is cracked up to be. I list it with four of the biggest box-office attractions that I have played in the last twelve years. I was highly gratified with the receipts and immensely pleased with the show."

UNIVERSAL

1920

PHILLIPS



"DESTINY"

PICTURES

1919

Carl Laemmle has
the honor of
presenting

THE
STAGE WOMENS' WAR RELIEF SERIES

12

Two-reel Photoplays de Luxe
Made by the foremost Players
on the Stages of the World
Today

UNIVERSAL

1920

Booked by the Best

Empire–Portland, Me.
Capitol–Springfield, Mass.
Shea's Hipp–Buffalo, N. Y.
Regent–Rochester, N. Y.
Strand–Syracuse, N. Y.
Lumberg, Niagara Falls, N. Y

Majestic–Elmira, N. Y.
12 theatres of Lubliner and Trintz, Chicago
Orpheum–Peoria, Ill.
Strand–Cincinnati
Colonial–Columbus, Ohio

Strand–Dayton, Ohio
Strand–Louisville, Ky.
Liberty–Springfield, Ohio
Jefferson, Hamilton, Ohio
Alhambra–Canton, Ohio
Regent–Lima, Ohio
Ansonia–Butte, Montana
Rivoli–Denver, Colo.
Madison–Detroit
Alhambra–Toledo, Ohio
Gorden–Flint, Mich.
Joffer Strand–Saginaw, Mich.
Bijou–Lansing, Mich.
Orpheum–Jackson, Mich.
Regent–Kalamazoo, Mich.
Bijou–Bay City, Mich.
Circle–Indianapolis, Ind.

Strand–Evansville, Ind.
American–Terre Haute, Ind.
Victory–Kokomo, Ind.
Washington–Richmond, Ind.
New Franklin–Minneapolis, Minn.
Palace–Duluth, Minn.
New Grand–Superior, Wis.
Casino–La Grosse, Wis.
Capitol–New York City
Majestic–Tulsa, Okla.
New–Fort Smith, Ark.
Stanley Co.–Philadelphia, Pa.
Mammoth–Philadelphia, Pa.
Model–Philadelphia, Pa.
New Colonial–Philadelphia, Pa.
Bellevue–Philadelphia, Pa.

Lyric–Shenandoah, Pa.
Rialto–Washington, D. C.
Parkway–Baltimore, Md.
Victoria–Wilmington, Del.
Abe O. H.–Easton, Pa.
Grand–Williamsport, Pa.
Comerford Amusement Co.–Carbondale, Pa.
Comerford Amusement Co.–Scranton, Pa.
Comerford Amusement Co.–Wilkes Barre, Pa.
American–Pottsville, Pa.
Olympic–Pittsburg, Pa.
Cameraphone–Pittsburg, Pa.
Strand–Altoona, Pa.
Majestic–Portland, Ore.

Erbers– E. St. Louis, Mo.
New Grand Central–St. Louis, Mo.
Imperial–Montreal, Canada
Electra–Montreal, Canada
Madison–Toronto, Ont.

Empire–Windsor, Ont.
Griffern–St. Marie, Ont.
Griffern–St. Catherines, Ont.
New Russel–Ottawa
Plaza–San Diego
Kinema–Los Angeles

PICTURES

1919

Mildred Harris Chaplin

in

"HOME"

The Story of Every Gir

The story of every girl cannot be super-dramatic—no one wants it to be. But "HOME" is exactly what every girl would like to have it—a picture of heart-appeal, beauty and good sense. Just the kind of play that women like—just the kind that all men like who like women. Exquisitely dressed, perfectly appointed, absorbingly realistic whether the situation is laid around a deal table or a Circassian escritoire. In other words, it's a Mildred Harris-Lois Weber Production—perfect.

UNIVERSAL

1920

Lois Weber

The Directing Genius of

FORBIDDEN

A Coming Mildred Harris Production

Perhaps this title will draw more women than men. Forbid a woman something and it promptly becomes interesting. The story of a happy little poor girl who becomes an unhappy rich wife—until she finds that it was for her own good that something was forbidden. Never was Lois Weber more artistic—nor Mildred Harris half so appealing. And it's coming very soon!

PICTURES

1919 **1920**

SHORT STUFF

THE whole Trade knows in its heart that there has never been a time when the UNIVERSAL did not excel the whole field on short stuff.

The whole Trade knows, also, that there is a great and growing demand for short stuff on the part of the movie fan. It is no longer used as a filler. It is no longer bought haphazard. Short stuff has become the real feature in many a fine theatre, with the result that the owners are more than mopping up profits.

Who on earth can give you such a really complete and wonderful array and variety of good short stuff as you'll find on this list.

Lyons & Moran Comedies	Every other week
Universal Current Events	Every week
International News	Every week
Hearst News	Every week
Screen Magazine	Every week
Two-reel Western	Every week
Rainbow Comedies	Every other week
Century Comedies	Every other week

Eddie Polo in 10 "Cyclone Smith" Two-reelers
Marie Walcamp in the Spur and Saddle Series (Oct. 6th)
Joe Martin in "Monkey Stuff" and "The Jazz Monkey"
Major Allen Animal Hunt Pictures (3) with 3 to come.

SERIALS

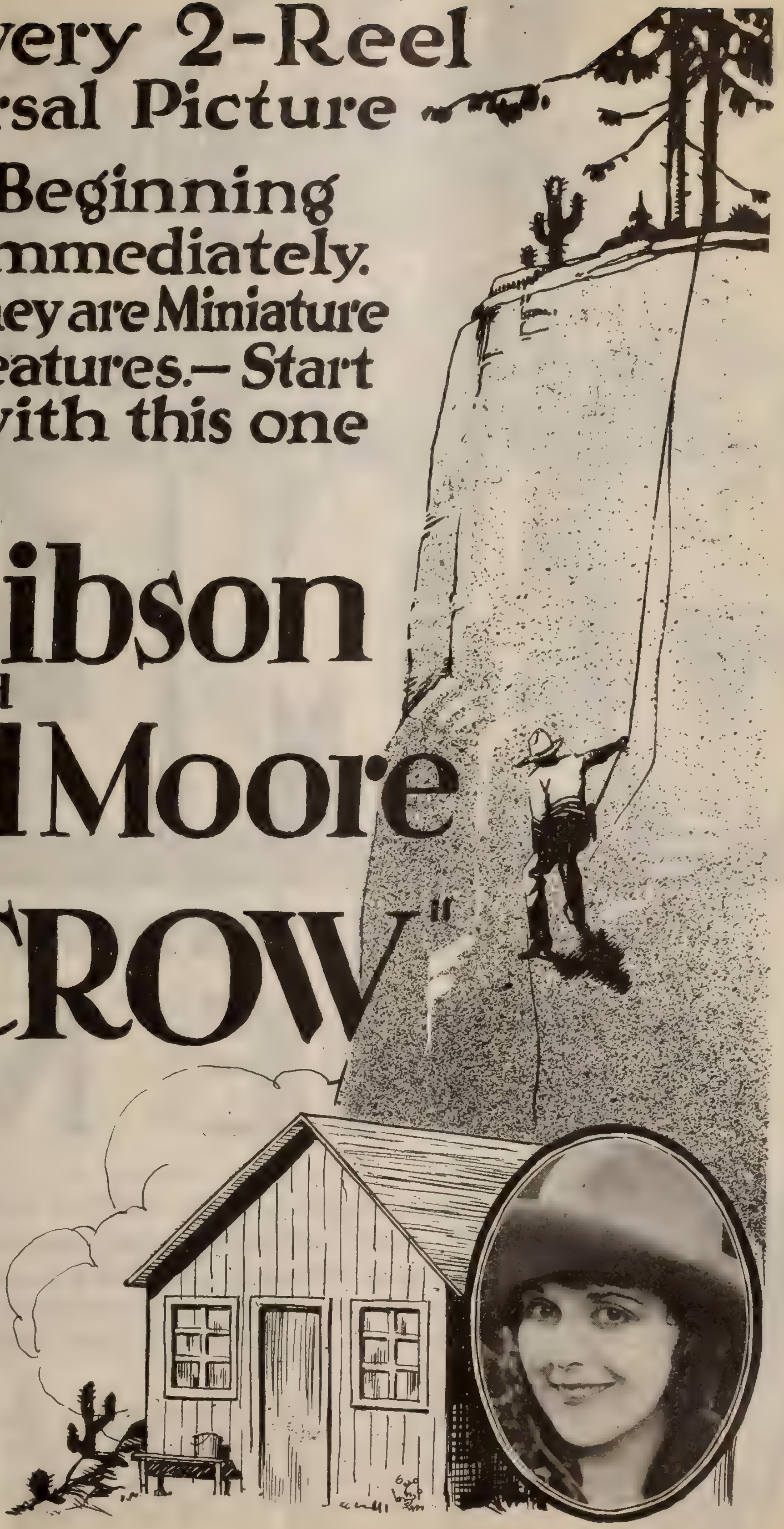
James J. Corbett in "THE MIDNIGHT MAN," just released
Elmo Lincoln in "ELMO, THE MIGHTY"
Marie Walcamp in "THE RED GLOVE"
Eddie Polo in "THE LURE OF THE CIRCUS"

There's enough short stuff here to enable you to make up a whole program of it. Try it. There's nothing like a change right straight through to

UNIVERSAL PICTURES

Show every 2-Reel Universal Picture

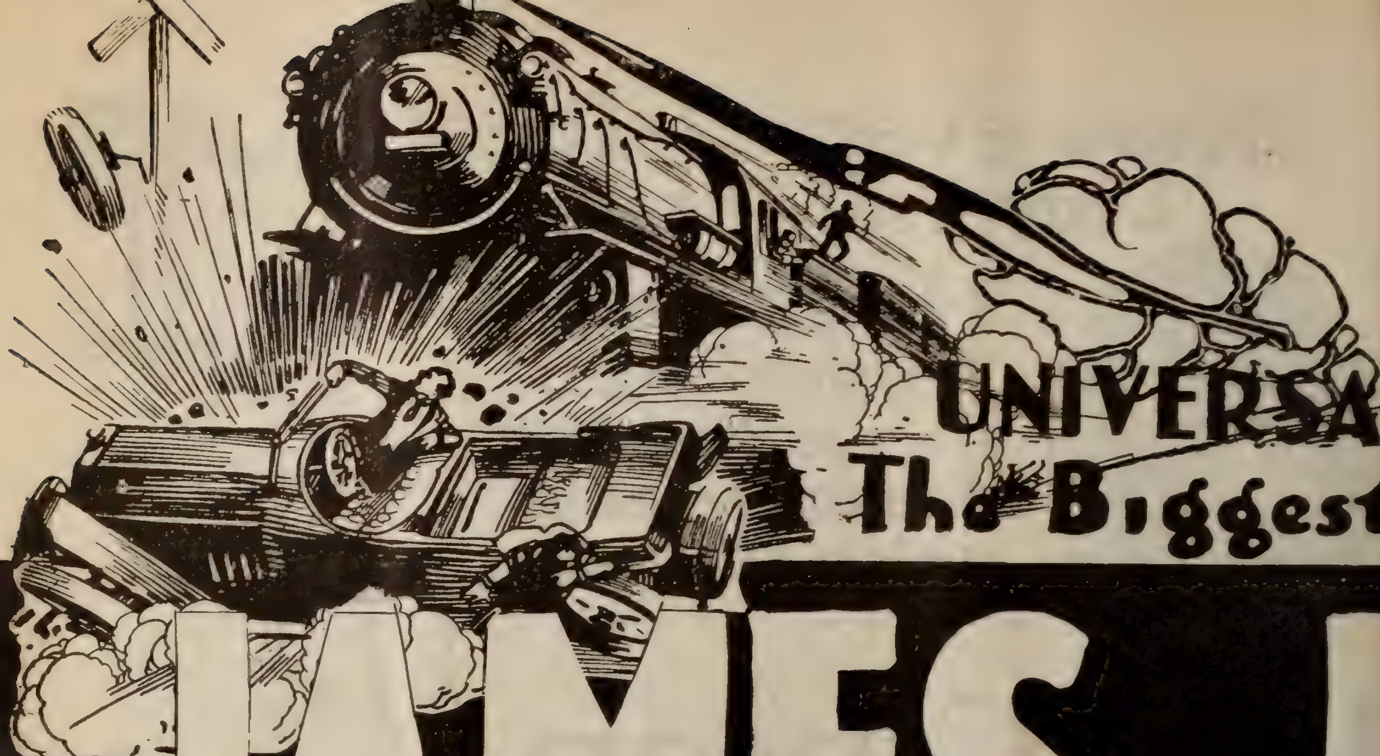
Beginning Immediately. They are Miniature Features.—Start with this one



Hoot Gibson and Mildred Moore in "THE CROW"

BALANCE your show and put the "Kick" in it by showing every two-reel Universal subject you can lay your hands on.

Your Exchange will project these thrilling 2-reelers for you. Begin NOW. Book them all. Every one is a money-maker for you—Book Thru Any Universal Exchange.



UNIVERSA

The Biggest

JAMES J

In the tremendous Seria

"THE MID

THE magic name of JAMES J. CORBETT will draw crowds that you've never seen before come to serials. The world wide reputation of JAMES J. CORBETT, popular hero of every man, woman and child, known by every school boy and loved by every class, guarantees you sure-fire success with "THE MIDNIGHT MAN."

THE tremendous power of the action, thrills and love story of "THE MIDNIGHT MAN" will hold your patrons for 18 solid weeks, playing capacity every week, IF you will simply let your public know that YOU have secured the Universal's big serial, "THE MIDNIGHT MAN."

PRESENTS

House Packing Serial of them all.

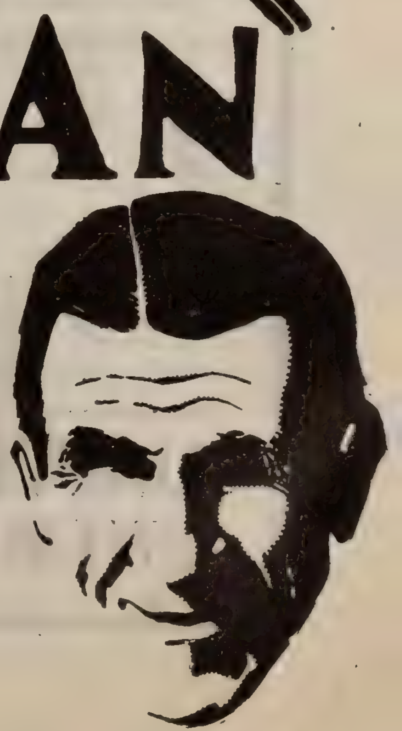
CORBETT

Thriller For 18 Capacity Weeks

NIGHT MAN"

EVERYTHING you could ask for in successful features for a serial contained in "THE MIDNIGHT MAN." A Star with tremendous drawing power. A Star known round the world. A story second to none in serials. Action, suspense, a love story of intensity, mystery, thrills. And the way to know it's the best on the market is TO SEE IT at any Universal Exchange. DO IT NOW—TODAY.

ALSO—be sure to ask your exchange for a copy of the wonderful advertising campaign book that shows you how to put the serial on—how to advertise it—shows you all the ads ready prepared—stunts—and complete line of advertising props all ready for you. Get this book and follow its dope. It means capacity for 18 weeks for you.



THE
Thrills
PULL
Capacity
Houses
"ELMO
THE
Mighty"

THE UNIVERSAL'S LATEST WINNER

EVIDENCE

We can show you scores of letters and wires just like these . . . .

Whitehouse Theatre, Milwaukee, Wis., wires—"Just finished 2 day run 'Elmo the Mighty.' Biggest crowds history my theatre on any serial—Kids crazy over it—Every theatre in United States can clean up with it."

AND THIS

Variety Theatre, Cincinnati, Ohio, says—"I think 'Elmo the Mighty' most wonderful serial the trade has ever seen. Booked it on four hours' notice and with only four hours' advertising. I played capacity. Following episodes had to turn away business.

Now Smashing all records in SIXTY-SIX

UNIVERSAL
EXCHANGES

Lashed to a maddened horse Elmo Lincoln risks his life to give your audiences one of the thrills of their lives.

Just one of scores of tremendous scenes in "Elmo the Mighty"—now leading all serials for crowds and profits to exhibitors.

SYNOPSES OF "AT BAY," "HURLED FROM THE HEIGHTS," NEW SCREEN MAGAZINE, NO. 31 AND HEARST NEWS, NO. 36.

JAMES J. CORBETT in

"At Bay"

Episode No. 4.

"THE MIDNIGHT MAN"

CAST.

Bob Gilmore (Jim Stevens)	James J. Corbett
Nell Morgan	Kathleen O'Connor
Henry Morgan (Nell's father)	Joseph Girard
John Gilmore	Frank Jonasson
Martha Gilmore	Georgie Woodthorpe
Hargreaves	William Sauter
Spike	Noble Johnson
John Zafara	Orrall Humphrey
Arnold	Joseph Singleton

BOB dropping, apparently to his death, from the flagpole, lands on a canvas awning, jumping onto an electric sign and into an auto. Morgan exhorts Spike and his gang to "get" the Midnight Man or force him to join their organization. Arnold appears at Bob's home while the latter is reading of his own escapes in the newspaper. Arnold pays Bob $1,000; he has again failed to apprehend the mysterious burglar and the stake is forfeited. Bob has promised to turn the money over to Nell Morgan's pet charity, and by a lightning change in clothes he again fools Arnold, extracting another check from him.

At dinner at the Baldwin, a fashionable cafe, Nell is dining with her father and friends when Bob takes a seat at a corner table, unnoticed. The lights go out, he changes apparel and masks. He appears at Nell's table as the police are telephoned for and Arnold arrives in a hurry. Morgan covers Bob with a gun as the youth is bowing to Nell, and the lights go up. Bob moves the table, catches the detective's gun-hand between the leaves and snaps the handcuffs over Morgan's and Arnold's wrists. He swings to a balcony by aid of a chandelier and fights his way clear of the diners. John Zafara awaits Bob at the exit. Bob knocks his assailant down a flight of stairs and turns to find Nell slipping handcuffs over his wrists. Nell has taken the initiative and had released Morgan and the detective. Bob removes his cuffs by a stage magician's trick and forces Nell into a machine. Arnold pursues. John Zafara, too, follows.

Bob jumps into the river from a bridge and when Arnold comes up Nell tells him that Bob has gone off in another direction in a taxi. Zafara, however, with his men, has observed Bob. They intercept and capture him. They try to get the seal ring from him. He refuses to give it up. They put him under the great iron wedge or crusher. One of the men is fooling with the motor lever which draws the driver up and down —it starts down, driving toward Bob, who is tied on as the weight slowly lowers.

ELMO LINCOLN in

"Hurled From the Heights"

Episode 16.
"ELMO THE MIGHTY."

CAST.

Lucile Gray	Grace Cunard
Capt. Elmo Armstrong	Elmo Lincoln
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Wong
The Mystery Man	James Cole

THE trees break the fall of the plane and Armstrong is again rescued by the Masked Menace. The renegade is forced to descend owing to engine trouble, and the Masked Menace and Armstrong kill him and rescue Lucile. In order to recoup his devastated forces, Blighton sends for the Mexacola gang, and in the pursuit of the now, triply-ridden motorcycle, Blighton himself is severely wounded in the right arm. He is taken to the Apex mine, where he can receive medical attention. Armstrong and Lucile came upon a captive balloon which was about to ascend and take refuge in it just as the Mexacola thugs caught up with them. The Mexicans shot the two operatives of the balloon and cut the cables which held the balloon captive.

Fearful of being blown out to sea, Armstrong and Lucile descend in a parachute. They are taken up by a stage which runs between the waterfront and the Apex mine, and with the perversity of fate are safely driven to the very place where Blighton is awaiting recovery from his wound. As soon as Blighton sees them he lays plans to capture them on their journey to the railroad station in the stage, but one of the gang, impatient at the continued escape of Armstrong, sends off a charge of dynamite right over the stage and it is blown up.

New Screen Magazine

No. 31.

MOVE in with the landlord and be safe. That's what Mr. and Mrs. House-Wren thought when they built a window nest inside the home of Robert S. Walker, Chattanooga, Tenn. We are introduced to Mr. White and Mr. Pinck, of Buffalo, whose names fit their jobs as color experts. A most interesting cartoon of the wooing of a mosquito in which the facts are scientifically correct and a visit with the Spirograph, a beautiful worm of warm seas that lives within a parchment tube of its own making, and a lesson in the use of thermite comes next. Lillian Russell tells us the correct way to comb your hair; a fable of Funnyland and a futurist movie of Marshal Joffre complete this issue.

Hearst News,

No. 36.

Here She Is—The World's Youngest High Flyer.—Miss Virginia Marie Waibel starts her gay and giddy career at the tender age of four.—*Jamaica, New York.*

International Presents Germany as a Republic.—First motion pictures from Weimar showing the President and officers of the new government—photographed by Captain Aerial Varges, staff photographer for the International.

Sub-Titles.—At Weimar, Minister Gustave Noske's guard take up their posts in preparation for the meeting of the National Assembly. Constantine Fehrnback, President of the Assembly, is among the first to arrive. Women Socialist members on the job at the tap of the gong. Doctor Bernard Dernsburg, well known in America by reason of his activities here in behalf of the former Empire, is one of the delegates. Minister Gustave Bauer, President of the cabinet and Premier of the German Republic. Germann Mueller, Minister of Foreign Affairs. Herr Gustave Noske, Minister of National Defense.

"Machine Gun with Brains" Dredges Gold from Bottom of River.—Marysville, Cal.

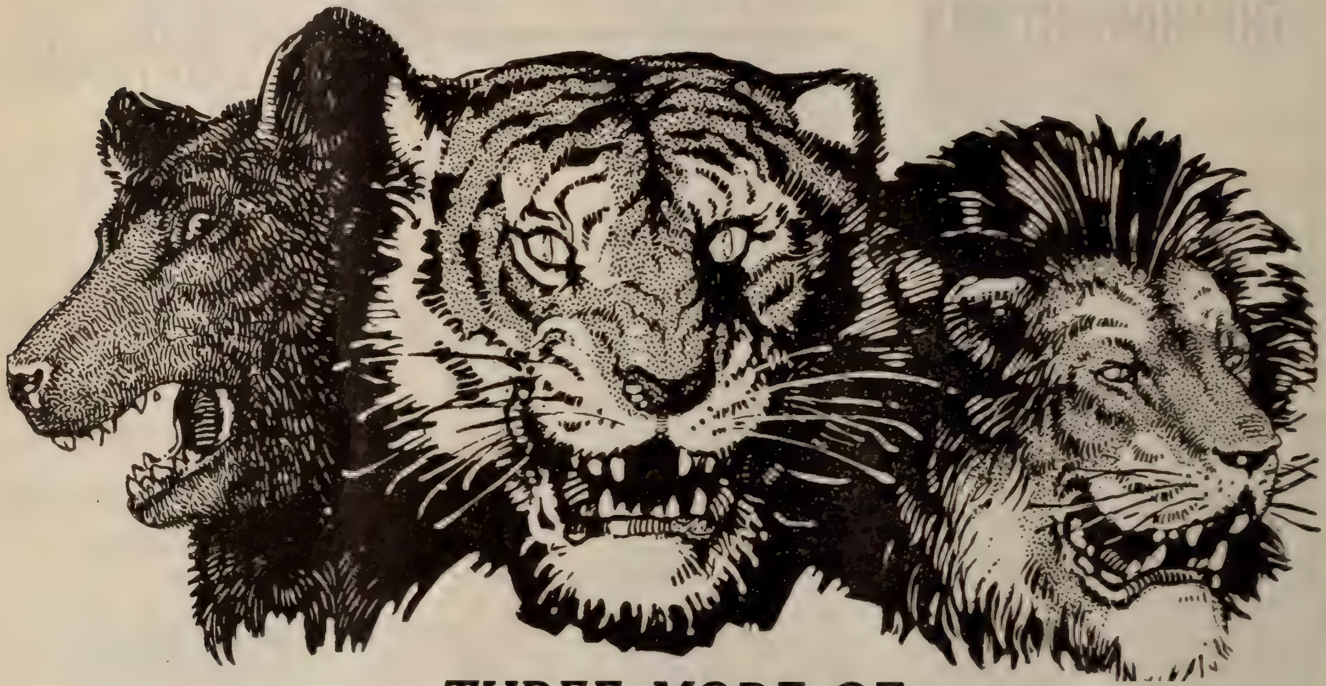
To Train Student Gobs on a Land Battleship.—U. S. S. "Electrician" to quarter boys of the electrical school, is dedicated at Norfolk Navy Yard.—*Norfolk, Va.*

U. S. Warns Turks as Armenians Face Renewed Massacres.

"Indoor Sports" Cartoon by "Tad".—"Suggesting a cure to a friend who has a cold in the head."

By Special Request!

OF MORE THAN 700 THEATRES



THREE MORE OF

MAJOR ALLEN'S
WILD ANIMAL HUNT PICTURES

We produced three wild animal hunt pictures on a gamble. THEY HAVE MADE A TREMENDOUS HIT. So big that requests from exhibitors were sent in for more of these pictures. They asked for anywhere from three to 15 more. We have decided to produce three more of the Major Allen's Wild Animal Hunt series, and THEY WILL BE THRILLERS. If you haven't played the first three do so immediately and give your audiences something new in the ways of "gasps." Ask for "TRAILING THE LEOPARD" (No. 1)—"BEAR TRAPPING" (No. 2)—and "LION TRAPPING" (No. 3). Then get your booking in for the three new thrillers. Playing all the largest and finest houses and going over like a house-afire. GO TO THEM.

SPEAK TO YOUR NEAREST UNIVERSAL EXCHANGE MANAGER NOW

SYNOPSES OF "AN ORIENTAL ROMEO," "THE CROW," INTERNATIONAL NEWS, NO. 36, AND CURRENT EVENTS, NO. 36.

RAINBOW COMEDIES
Present

"An Oriental Romeo"

Two-Reel Rainbow Comedy

featuring
"CHARLIE FROM THE ORIENT."

(*Copyright*, 1919, *L-KO Motion Picture Ko.*)

CHARLIE was one of those millionaire" waiters at the Pebbly Beach. He leisurely strolls along the beach in search of one of the girlies they talk about in books.

Mr. and Mrs. Hookworm took their "baby" to the beach for a swim. Mr. Hookworm was so good looking his wife had to keep him in reach, for fear the girlies would monopolize him. Their "baby" was about eighteen or thereabouts, sweet'n pretty, too. Her foot got stuck in the sand and Daddy went to extricate it. In the meantime Mother put a delicious lemon pie on the bench and spread out a wonderful luncheon. Daddy returns all exhausted and sits right on the pie. He discovers the pie on the end of his coat-tail and scrapes it off. He accidently throws it into Mother's face, who is bending over the lunch basket. She becomes furious and starts throwing things at Dad. "Baby" runs around shrieking for help. Charlie comes to her assistance, but not before he has been hit by several of the flying missiles which Mother gently threw at Dad. Charlie takes Dad away and they sit down near the docks.

Lovely Lily takes her morning dip and then goes fishing off the dock. Dad and Charlie admire her beautiful form. Naturally, Dad wants to assist the lady in hauling in the big fish and makes her acquaintance. She has such taking ways, too, when he turns his back for a minute to watch Charlie, the fair damsel disappears with his watch, chain and everything.

Charlie gives Dad the ha-ha. He attempts to fish and pulls up a fish. In swinging the fish to him, Charlie knocks Dad's perfectly good silk hat into the water. They fight about who is going to get the hat, and incidentally Charlie pushes Dad into the water. He runs for a life saver, falls into the luncheon which Mother had spread so nicely, jumps on "Baby's" sweetheart in his haste, and finally succeeds in getting the life saving belt to the dock. Instead of throwing the preserver into the water, he throws the rope, and puts the life preserver on himself, and in this manner pulls Dad out of the water.

Dad chases Charlie, who grabs one of the large sunshades and floats up into the clouds with it. The umbrella breaks and he lands in the machine in which Dad is chasing him. Very humorous situations arise out of this chase. Charlie runs into the ladies' baths and comes out dressed as a pretty little lady. All the men run after him and want to make love to him. What happens when they discover him to be a real honest-to-goodness man is left to the imagination or until you see the picture itself.

"The Crow"

Two-reel Western Drama.

CAST.

Tim McKenzie, the Crow	**Hoot Gibson**
His Wife, Mary	**Mildred Moore**
The Sheriff	**Arthur Mackley**
Mary's Father	**Charles Newton**

TIM McKENZIE is making for home, the sheriff following close behind. His wife has just received a letter from her father telling her that her husband is an outlaw and advising her to come home. Tim avoids the sheriff, and reaches home. His wife tells him of her discovery, and asks him what he thinks of an outlaw as the father of his child. This alters his whole character and he promises his wife that he will be on the square.

The sheriff sees Tim, and gives chase. Tim's horse falls and throws him. The sheriff rides up, but is promptly roped by Tim, who takes his gun, borrows his horse, handcuffs him with his own handcuffs and sends him back home.

Some weeks later Mary's father comes to her and begs her to return. He has been seen by the sheriff, who has followed and, listening outside the window, discovers that this is the home of Tim, the outlaw. Mary refuses to return with her father.

The sheriff has taken a fancy to Mary and begs her to give up Tim and come with him. Mary's baby is born, and she anxiously awaits the return of Tim. She still refuses the sheriff and orders him from the house. Enraged, he seizes her in his arms, then drops her suddenly at the cry of "Hands up!" and turns to face Tim, who is standing at the door. Tim tells the sheriff: "A year ago I would have shot you, but I have killed my last man." He disarms the sheriff and sends him on his way. Mary takes him and shows him the baby.

International News,

No. 36.

With the Yanks on the Latest Hunt for Bandits in Mexico.—Candeleria, Texas.

President Confers with Governors on High Cost of Living.—Washington, D. C.

Windless Seaplane a Fast "Water Scooter."—Motor boats have a new competitor in strange craft that makes express train speed.—*Little Ferry, N. J.*

Greatest Radio Sends Messages Fifteen Thousand Miles.—Used during the war to keep Germany in touch with her submarines it now conveys messages of peace.—*Nauen, Germany.*

Noted Division—First to Fight and Last to Leave—Is Home Again.—Hoboken, N. J.

Real Liberty for Orphan Kiddies at This Modern Home.—Albany, N. Y.

Gathering a Nut Crop Harder Than It Seems.—There's a lot of work to it though all you have to do is knock them off the trees.—*Yolo County, Cal.*

Admiral Gleaves Assumes Command of Adriatic Fleet.—New York City.

Doughboys in Berlin Teach the Frauleins Native Dance Steps.—Berlin, Germany.

Current Events,

No. 36.

"Miss Detroit 111" Wins Fast Power Boat Races.—Off to a flying start for the gold cup trophy.—*Detroit, Mich.*

Bolshevik Agitators Arrested by Poles in War on Anarchy—Warsaw, Poland.

World's Pole Vault Broken by ex-Cornell Star—Chicago, Ill.

Prince of Wales at Canadian Capital is Greeted by Premier—Ottawa, Can.

Farmer-to-Consumer Market Cuts H. C. of L.—Jersey town eliminates the middleman and lowers the prices of many food stuffs.—*Elizabeth, N. J.*

King and Queen of Spain Open Chapel on Top of Mountain.—Gepasse, Spain.

Hospital Patients in "Greatest Show" Circus.—"Magnificent, majestic cavalcade of clowns in a pompous pageant" as the press agents say.—*Morris Plains, N. J.*

Belgium's Hero Priest—Cardinal Mercier.—His Eminence, Archbishop of Malines, as he appeared shortly before his departure for America.

German Country Folk in "Fashion Parade."—Large crowds from Berlin visit the Streenwald every Sunday to see these quaint displays of the lateset in country styles—*Bourg, Germany.*

Johnston Wins Over Tilden for National Tennis Championship—Forest Hills, N. Y.

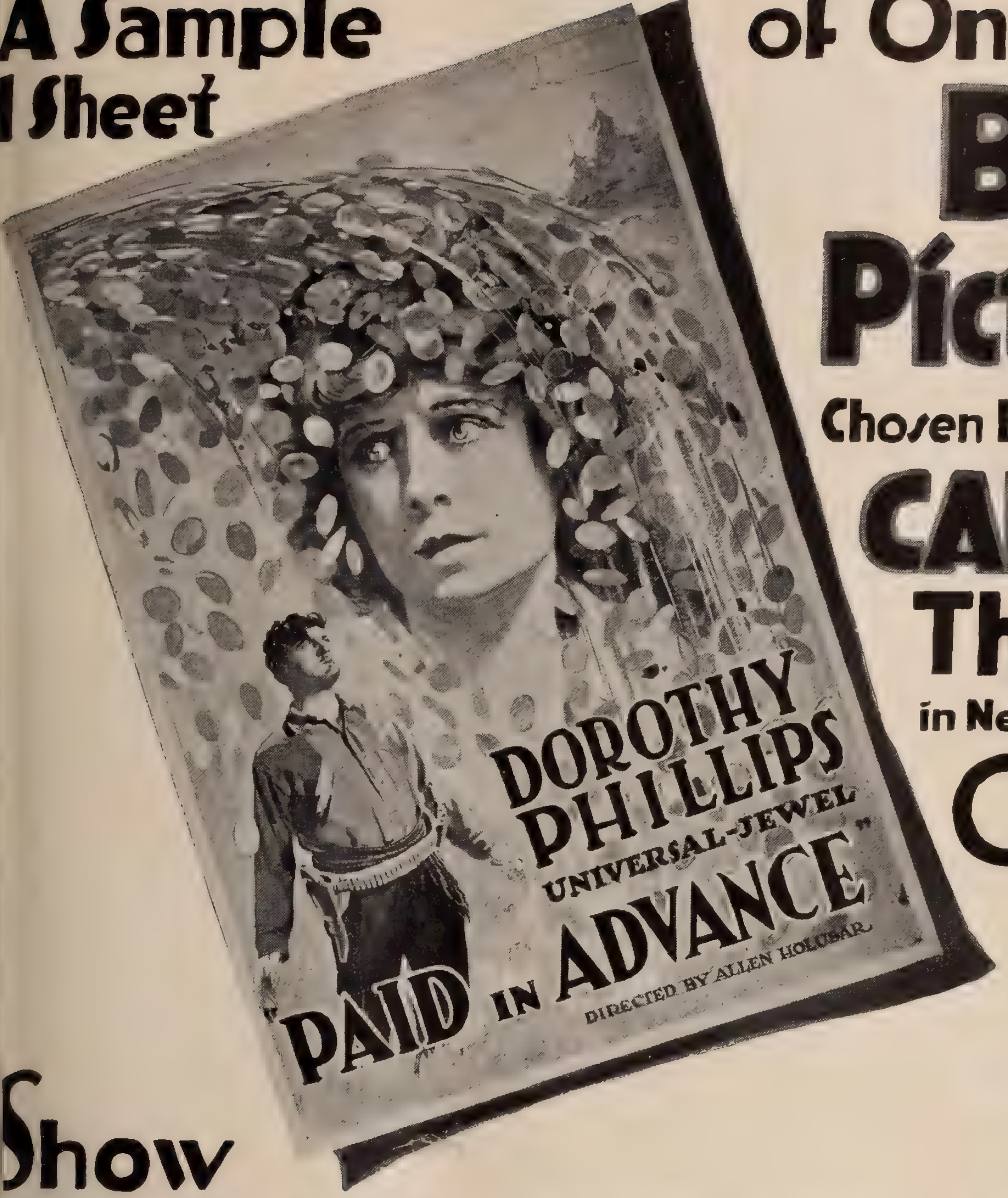
Spectacular Blaze in Oil Plant Causes Loss of $500,000.—*Tulsa, Okla.*

IT'S A RAINBOW COMEDY

ARE you giving your patrons genuine comedy entertainments or just "hit or miss" pictures? Hundreds of theatres are playing the new RAINBOW COMEDIES and are establishing "Comedy nights" with big success. You can do the same with RAINBOW COMEDIES. See the latest releases, including this last one—"AN ORIENTAL ROMEO," and you will understand why RAINBOW COMEDIES are drawing the crowds every week.

RELEASED THRU ALL UNIVERSAL EXCHANGES.

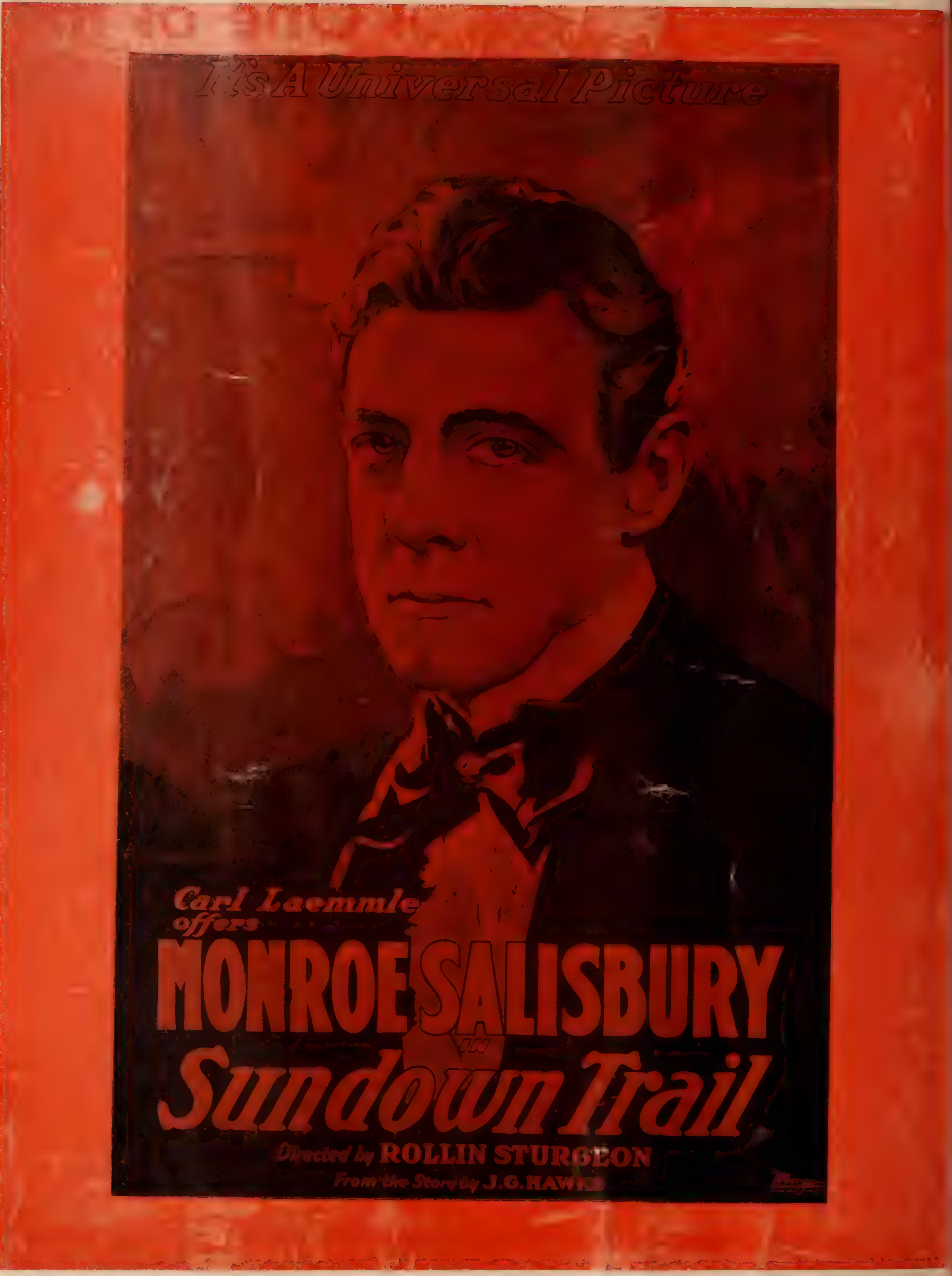
A Sample 1 Sheet of One of the Big Pictures Chosen by the great new CAPITOL Theatre in New York for it's Opening



Show what the Leaders are showing

YOU can be absolutely sure of making a big profit on this picture, for the simple reason that it features the screen's foremost emotional actress in a great drama directed by the same master-hand that created "The Heart of Humanity." Play up these two facts, and your people won't even ask what the story of the picture is. But—if you're in doubt as to the quality of this great Universal-Jewel Production, be advised that it has been chosen for one of the earliest runs of the big new Capitol Theatre in New York City at 50th Street and Broadway. Give "PAID IN ADVANCE" a run of at least a week. You'll be showing what the leaders are showing.

UNIVERSAL-JEWEL



It's A Universal Picture

Carl Laemmle offers

MONROE SALISBURY

IN

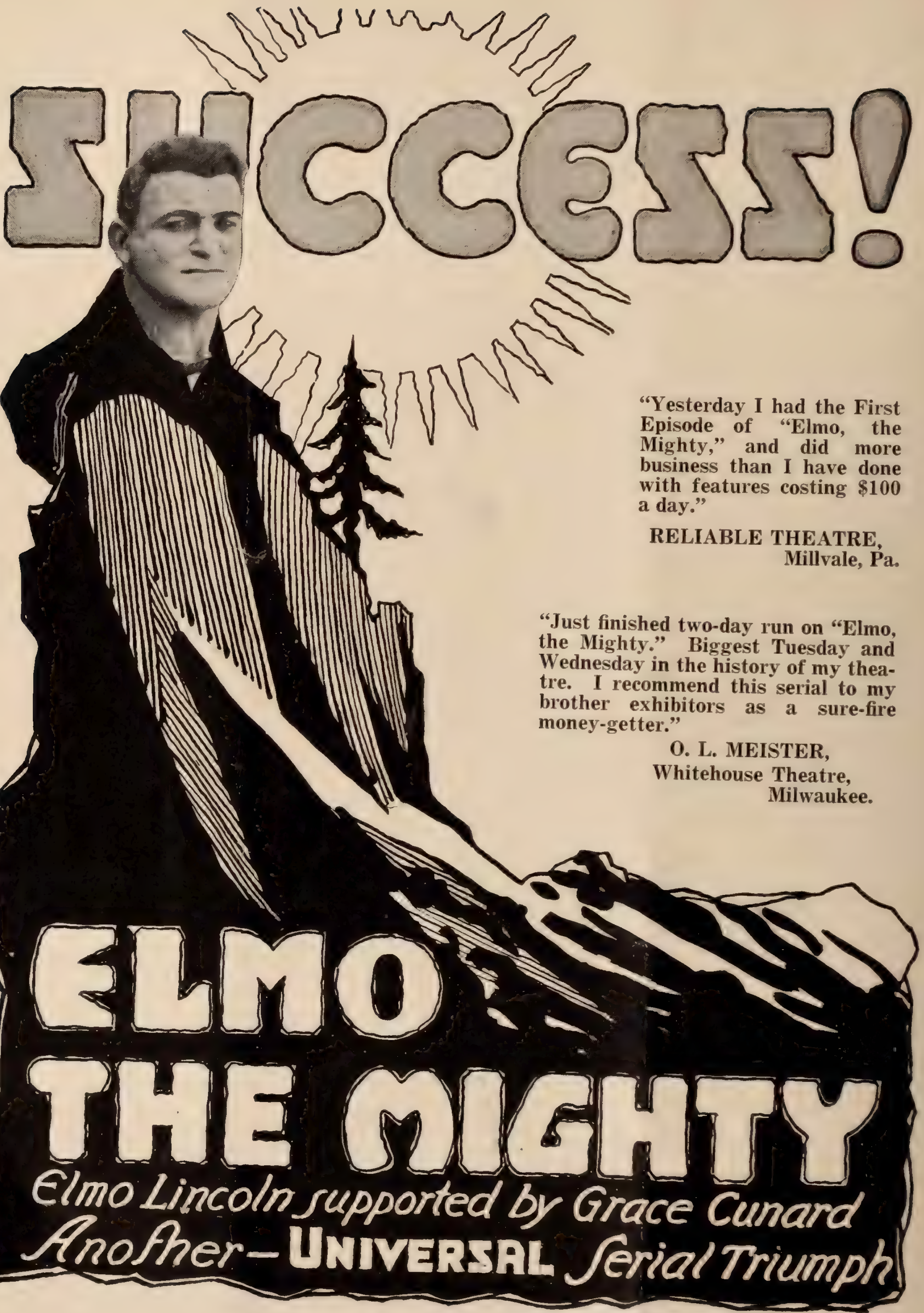
Sundown Trail

Directed by **ROLLIN STURGEON**

From the Story by **J.G.HAWKS**

The MOVING PICTURE WEEKLY

Oct. 4 1919
Vol. 9 No. 7


SUCCESS!
ELMO
THE MIGHTY
Elmo Lincoln supported by Grace Cunard
Another—UNIVERSAL Serial Triumph

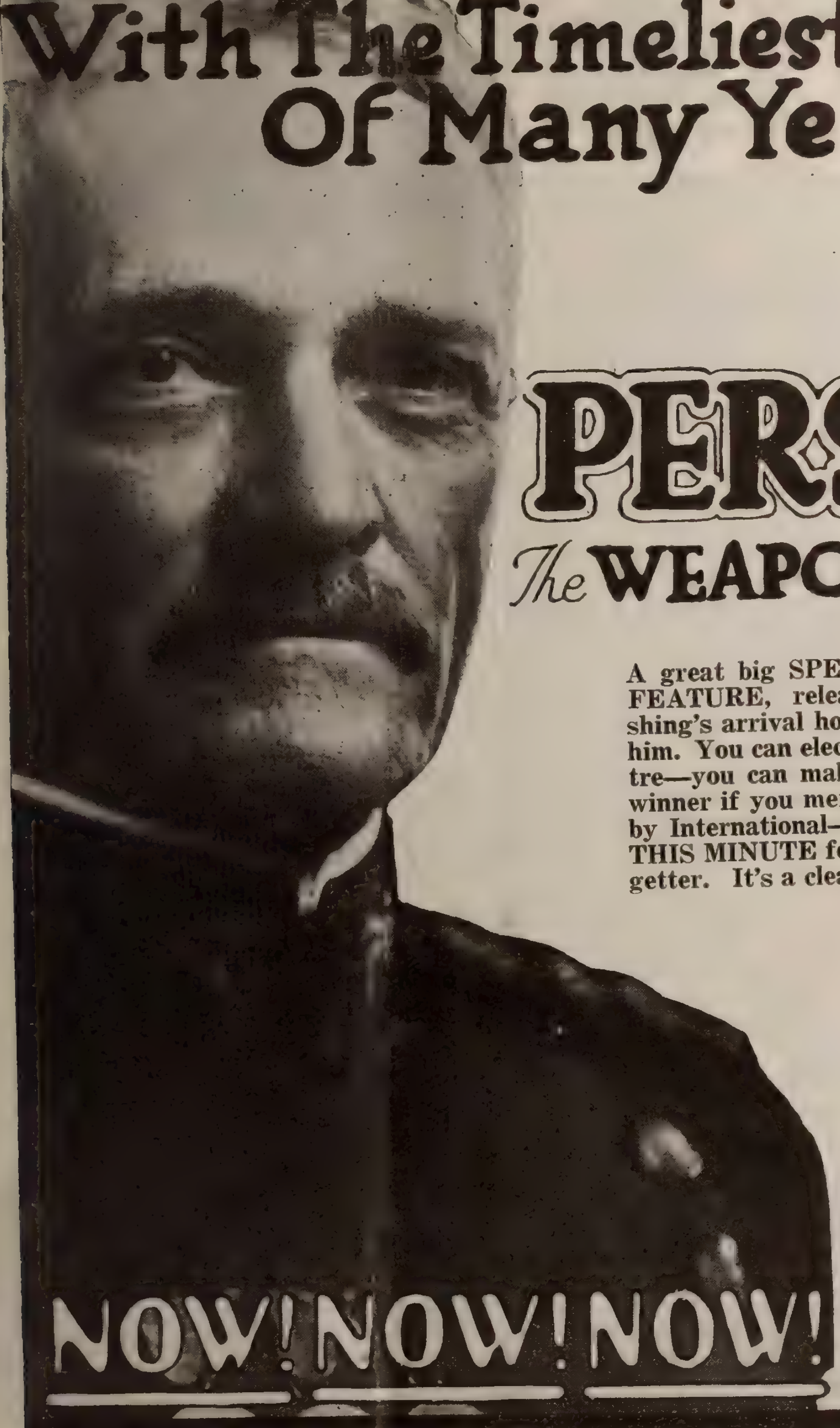
"Yesterday I had the First Episode of "Elmo, the Mighty," and did more business than I have done with features costing $100 a day."

RELIABLE THEATRE,
Millvale, Pa.

"Just finished two-day run on "Elmo, the Mighty." Biggest Tuesday and Wednesday in the history of my theatre. I recommend this serial to my brother exhibitors as a sure-fire money-getter."

O. L. MEISTER,
Whitehouse Theatre,
Milwaukee.

Thrill Your Town and Pack Your House With The Timeliest Release Of Many Years



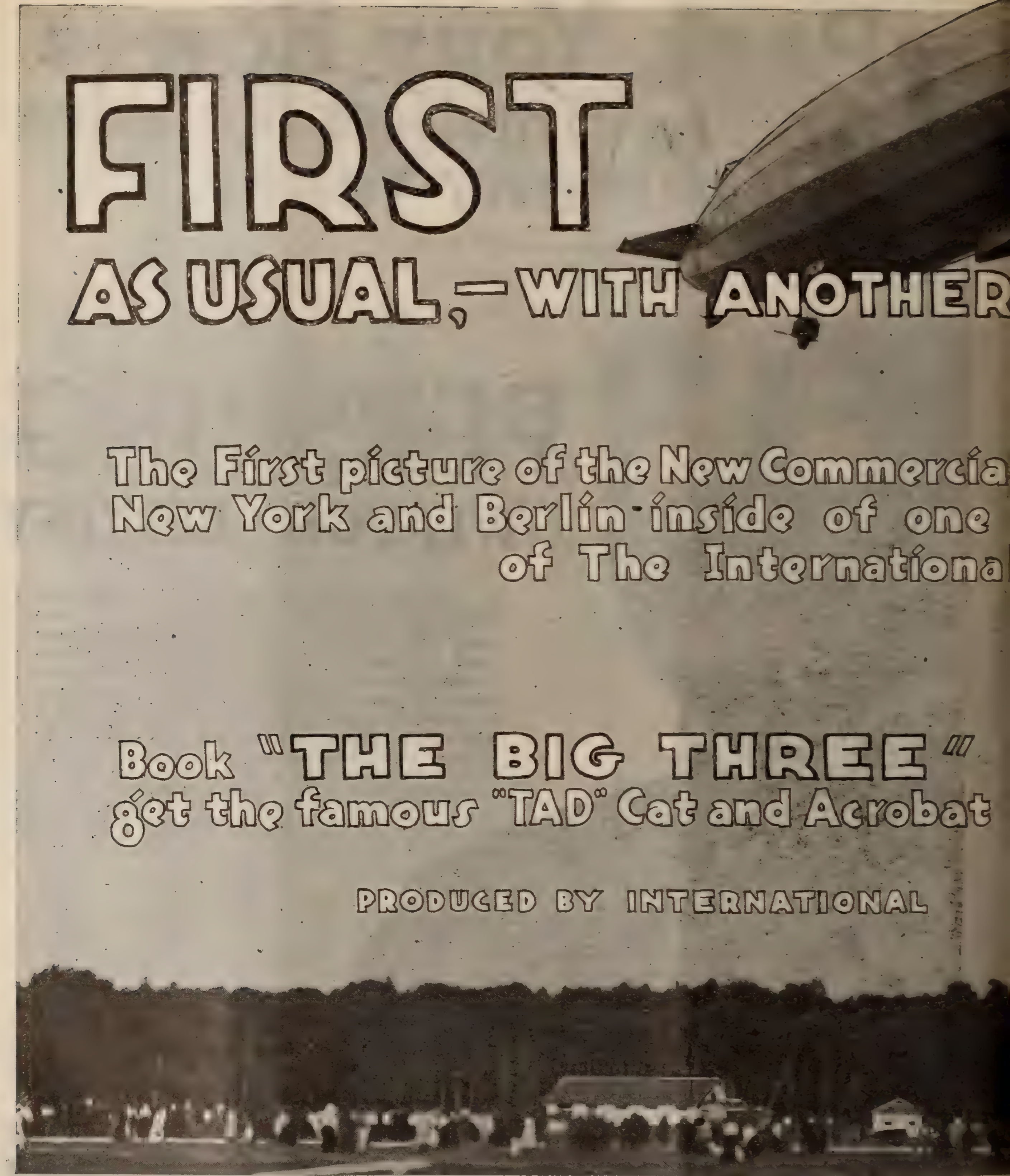
PERSHING

The WEAPON *of* DESTINY

A great big SPECIAL TWO-PART (1,250 feet) FEATURE, released co-incidentally with Pershing's arrival home. Millions are waiting to see him. You can electrify your town, pack your theatre—you can make a genuine clean up with this winner if you merely ANNOUNCE IT. Produced by International—Released by Universal. WIRE THIS MINUTE for this house-thriller and money-getter. It's a clean-up for you.

NOW! NOW! NOW!

WIRE YOUR NEAREST UNIVERSAL EXCHANGE **TO DAY**



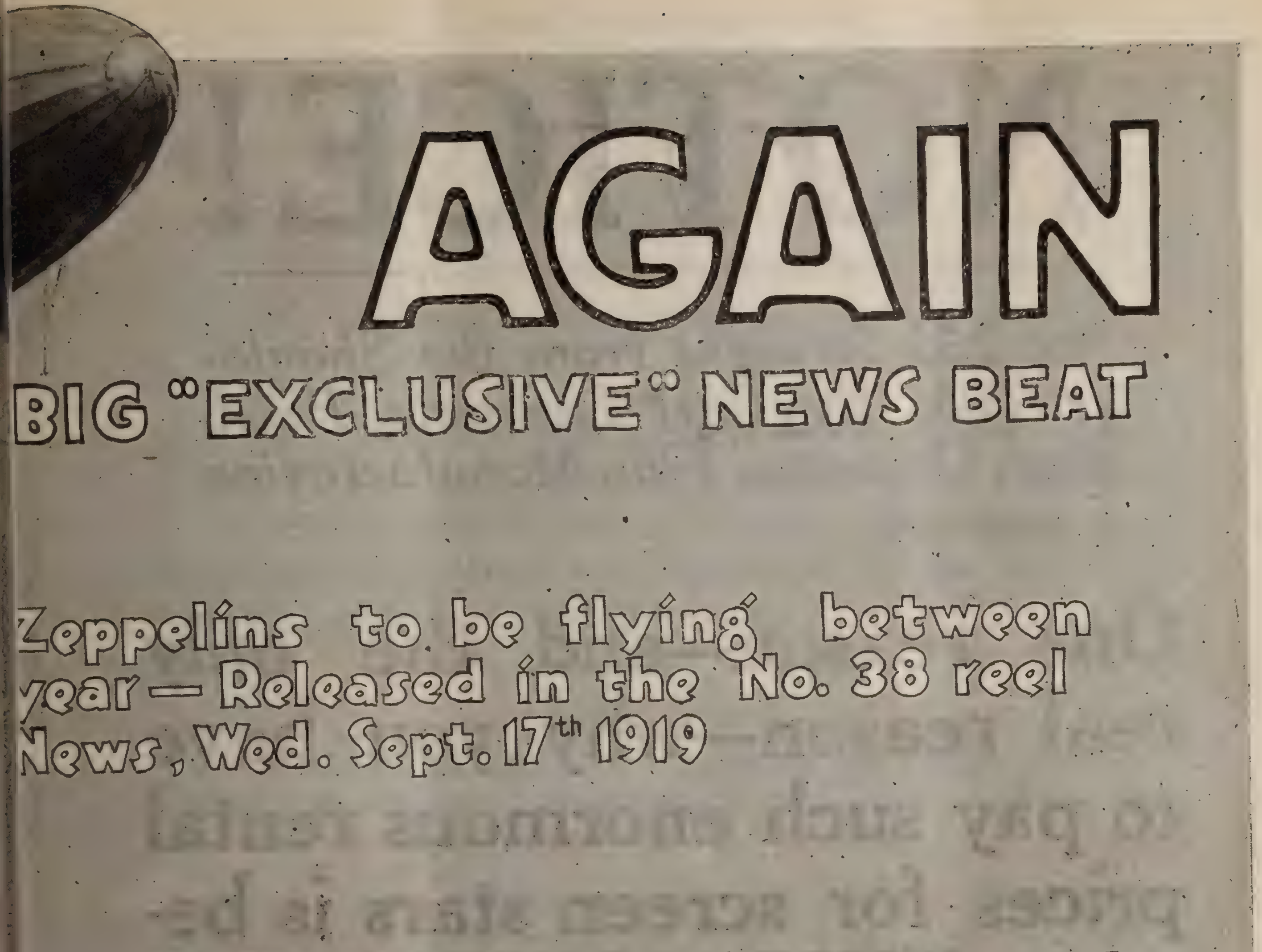
FIRST

AS USUAL,—WITH ANOTHER

The First picture of the New Commercia
New York and Berlin-inside of one
of The Internationa

Book **"THE BIG THREE"**
get the famous "TAD" Cat and Acrobat

PRODUCED BY INTERNATIONAL



AGAIN

BIG "EXCLUSIVE" NEWS BEAT

Zeppelins to be flying between
year—Released in the No. 38 reel
News, Wed. Sept. 17th 1919

and Dominate your Territory and
Aleck added feature without extra cost

RELEASED BY UNIVERSAL

NOTICE!

No. 252 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

One reason---and the only real reason---why you have to pay such enormous rental prices for screen stars is because THERE ARE NOT ENOUGH STARS TO GO AROUND.

The demand is greater than the supply.

Now then, YOU with your screens and your advertising have made every star that has ever been made. You can make more. You ought to make more. You ought to make so many that there will be an over-supply. Then--AND ONLY THEN--

will the prices come down again within your reach.

With your help I can make as many new stars as you need. So can any other producer, because it depends on YOU and not on the producer, nor on me.

The stealing of stars has cost you more money than any two other elements in the cost of picture making. Every time a star has been stolen a higher salary has been the means of accomplishing the theft. And each and every time, you have had to foot the higher bill in order to rent the very star you helped to make.

This will continue as long as crooked agents combine with crooked lawyers to help steal stars for crooked producers, UNLESS you make the star such a common commodity that the supply will be greater than the demand instead of the other way about.

Common sense dictates that you should help create the supply that will save you. I don't know of any other way of bringing prices down to a normal basis again. But I know as well as I know my own name that the plan I have outlined is bound to succeed.

From time to time the Universal intends to bring out new star material. You will help us develope this material into BOX OFFICE ATTRACTIONS if you appreciate what ails you and what ails the whole industry.

When you make a star, you are entitled to participate in the value of that star. You are entitled to get that star's pictures at a reasonable rate. But you WON'T get what is due to you until you make so many stars that their rental prices are not prohibitive.

Am I right? If you think I am, write me your views and don't forget to suggest the name of ANYONE YOU HAVE SEEN ON THE SCREEN OR STAGE WHO ACCORDING TO YOUR IDEA HAS STAR MATERIAL WHICH WE CAN DEVELOPE! If you must have stars, why not have enough?

NOTHING BIGGER

and No Photoplay so Big as This —

Carl Laemmle

DOROTHY

AMERICA'S FOREMOST

"The RIGHT TO

PRODUCED UNDER THE PERSONA

UNIVERSAL-
JEWEL
PRODUCTION
DE LUXE

NOW PLAYING CAPACITY IN NEW

IN THE WHOLE WORLD

The Greatest Love Story Ever Told

Offers

PHILLIPS

EMOTIONAL ACTRESS IN

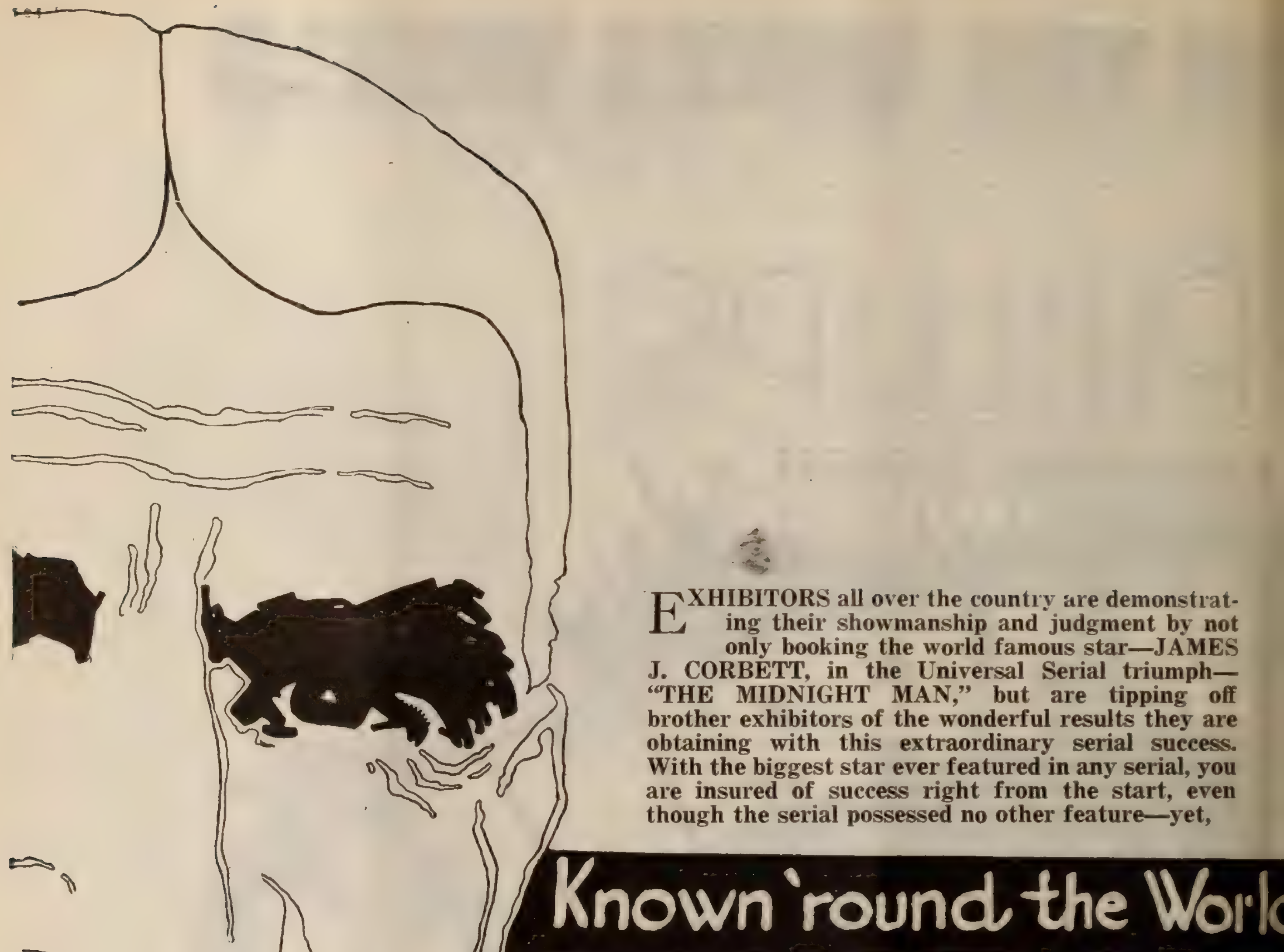
"HAPPINESS"

IRECTION of ALLEN HOLUBAR

UNIVERSAL-
JEWEL
PRODUCTION
DE LUXE

YORK'S BEAUTIFUL PARK THEATRE

EXHIBITORS all over the country are demonstrating their showmanship and judgment by not only booking the world famous star—JAMES J. CORBETT, in the Universal Serial triumph—"THE MIDNIGHT MAN," but are tipping off brother exhibitors of the wonderful results they are obtaining with this extraordinary serial success. With the biggest star ever featured in any serial, you are insured of success right from the start, even though the serial possessed no other feature—yet,



THE 18 installments of "THE MIDNIGHT MAN" are simply saturated with whirlwind action, tremondus suspense, wonderful fights, all produced in a manner that places it in the class of the costliest features. Every element of a serial that brings crowds and profits is incorporated into "THE MIDNIGHT MAN." An elaborate Advertising Campaign Book tells the whole story. Get a copy from your nearest U Exchange—read it and you'll book this mighty star—

nd popular with Millions

CORBETT

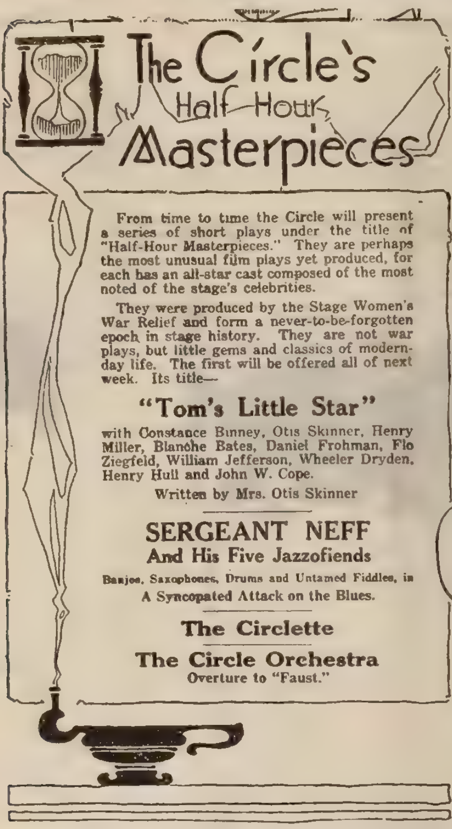
Box office Serial...

NIGHT MAN"

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
VOL. 9. OCTOBER 4, 1919. NO. 7

HALF - HOUR MASTERPIECES

By L. V. Schneider.


The Circle's
Half-Hour
Masterpieces

From time to time the Circle will present a series of short plays under the title of "Half-Hour Masterpieces." They are perhaps the most unusual film plays yet produced, for each has an all-star cast composed of the most noted of the stage's celebrities.

They were produced by the Stage Women's War Relief and form a never-to-be-forgotten epoch in stage history. They are not war plays, but little gems and classics of modern-day life. The first will be offered all of next week. Its title—

"Tom's Little Star"

with Constance Binney, Otis Skinner, Henry Miller, Blanche Bates, Daniel Frohman, Flo Ziegfeld, William Jefferson, Wheeler Dryden, Henry Hull and John W. Cope.

Written by Mrs. Otis Skinner

SERGEANT NEFF
And His Five Jazzofiends

Banjos, Saxophones, Drums and Untamed Fiddles, in A Syncopated Attack on the Blues.

The Circlette

The Circle Orchestra
Overture to "Faust."

"HALF-HOUR Masterpieces" is the description given the Stage Women's War Relief Series of twelve all-star productions by S. Barrett McCormick, managing director of the Circle Theatre, Indianapolis, Inc. Mr. McCormick is very enthusiastic about the pictures and played "Tom's Little Star," in which Otis Skinner, Constance Binney and an all-star cast appear, the week of September 14-20.

Although the pictures are just two-reels, Mr. McCormick devoted liberal space to "Tom's Little Star" in all of his advertising. "The Circle's Half-hour Masterpieces" is the way he presented the picture to the readers of Indianapolis newspapers. The following selling talk appeared:

"From time to time the Circle will present a series of short plays under the title of "Half-hour Masterpieces." They are perhaps the most unusual film plays yet produced, for each has an all-star cast composed of the most noted of the stage's celebrities.

"They were produced by the Stage Women's War Relief and form a never-to-be-forgotten epoch in stage history. They are not war plays, but little gems and classics of modern life."

HOW GRUENEWALD PUT IT OVER

MARTIN F. GRUENEWALD, manager of the Washington theatre, at Richmond, Ind., is a thorough believer in exploitation. In fact, Gruenewald never passes up a bet to exploit a picture when the opportunity offers. Action swiftly follows the thought of an idea with this live-wire manager.

Gruenewald recently played "The Heart of Humanity," the Universal production featuring Dorothy Phillips and an all-star cast, for four days. It is very soldom that a picture is played for four straight days at the Washington and Gruenewald, realizing that "The Heart of Humanity," is really "there," got busy to let the people of Richmond know that the production is one of the greatest ever made.

The first thing he did was to arrange for a private screening to which representative people of the city were invited. At the conclusion of the screening cards and pencils were passed out and the request was made that each person write his opinion of the production. These opinions, Gruenewald used in an extra large size advertisement in the Richmond newspaper on the day that the picture opened.

One of the other things Gruenewald did was to erect a large sign underneath a clock on one of the most prominent corners in the town. Realizing the value of having a sign beneath the clock, as many persons daily look to see the time, he obtained permission to put a cut-out of a heart beneath it.

But this live-wire manager wasn't satisfied yet. So he decided that it would be a good idea to rent an airplane to advertise the picture. This he did, first advertising the fact in the Richmond newspapers, that Richmond would be "bombed" at a certain time. The "bombs" that were dropped from the skies were free tickets to the theatre, and he obtained much publicity on this venture.

Then to cap it all off, two days before the picture opened he made personal talks to his patrons telling them something about the picture.

"TEMPEST CODY'S MAN HUNT"

Spur and Saddle No. 4

TEX ANDREWS and Tempest Cody are two of the largest cattle owners west of the rockies. Andrews has long endeavored to win her hand, but Tempest prefers the freedom of a single woman, and loves to play a lone hand. In the valley where their ranches are located, Silver Marlow, a convicted cattle rustler, with the assistance of a confederate, breaks jail, killing the Sheriff in doing so.

Andrews, as the leading man of the community, takes charge of the pursuit. There are but three means of escape from the valley, through Dead Man's Trail, Knight's Ford and Cody Pass. Tex phones to the ranchers nearest these points to guard them. Tempest's men have all gone to a nearby dance, and it falls to her alone to guard the exit at Cody Pass. Tex, with a posse from town, picks up the trail of Marlow and his confederate.

Marlow reaches the pass, and discovers that it is guarded. They realize that they cannot pass, and hold up the stage-coach. They remove the few passengers, and drawing the blinds, force the driver to take them through the pass, telling Tempest that he has seen no one. Once through the pass, the driver swings to an overhanging tree and leaves the coach. The horses run away; Tempest sees this and gives chase. Marlow reaches the box and tries to control the runaway horses. Tempest cuts across and heads the stage off, roping and throwing the lead horse. She orders Marlow to place the rope on himself, and is not aware of the presence of Tejon, who slips from the coach and covers Tempest. In the ensuing struggle, Tempest's gun is discharged and Tejon is shot. She and Marlow struggle to the edge of the road and fall over the cliff. As Tempest goes over she grabs onto the rope, which is still around Marlow, and which is also attached to her saddle horn. The two fight in pest's pony holding the rope taut. pest's pony holding the rope taught. She knocks Marlow unconscious with a rock and climbs back to the road, to be met by Tex and his posse.

Your Patrons Want To See the Great

EDDIE POLO

Book and Advertise every **POLO** Picture especially **Polo Serials**

IF you haven't played the 10 FAMOUS CYCLONE SMITH STORIES you have positively missed the 10 biggest two-reel features produced this season, bar none. Again, we tell you, as we've told you dozens of times before—GO SEE THESE WONDERFUL TWO-REEL SUBJECTS AT ANY UNIVERSAL EXCHANGE and then pass your judgment. Millions know the mighty POLO—millions want to see him—millions recognize POLO, one of the biggest and most entertaining STARS in pictures. WHY NOT CASH IN ON THAT PRESTIGE? Playing these famous CYCLONE SMITH STORIES sets your stage for POLO in his tremendous new serial, staged on two continents. The only serial of this kind in picture history.

ALL UNIVERSAL EXCHANGES.

UNIVE

PRESENTS

THE RADIUM

Saturated with new ideas and punches

CLEO MADISON-

AND "BOB"

EXHIBITORS all over the world who played those smashing success serials including—"THE RED GLOVE"—"THE LURE OF THE CIRCUS"—"ELMO THE MIGHTY"—are hereby notified that this new serial—"THE GREAT RADIUM MYSTERY"—is as big, as fast and as great as any preceeding Universal serial. It brings to the public the mysteries of radium and a wonderful love story that is bound to sweep everything before it.

Produced by the
PACIFIC PRODUCING CO.
6100 SUNSET BOULEVARD LOS ANGELES CAL.

RSAL

GREAT MYSTERY

layed by an **ALL STAR** cast including

EILEEN SEDGWICK

REEVES

WITH a brand new idea, a brand new subject and stars who are known round the world—you have advertising possibilities that will smash any and every serial competition on the market. We are now preparing a huge newspaper advertising campaign for exhibitors that promises some genuine sensations. BOOK IT NOW before it is grabbed away from you. 18 weeks of wonderful serial photo drama—18.

Released by

IVERSAL FOR UNITED STATES & CANADA

U SIXTY SIX EXCHANGES

"FORBIDDEN"

Mildred Harris Chaplin
in
Lois Weber's Captivating Picture

SAYS Virginia Dale in the Chicago Daily Journal: "A Lois Weber production always insures good entertainment, and "FORBIDDEN" is no exception. She presents the humanness of "just folks" as surely in her photoplays as Fannie Hurst does in her stories."

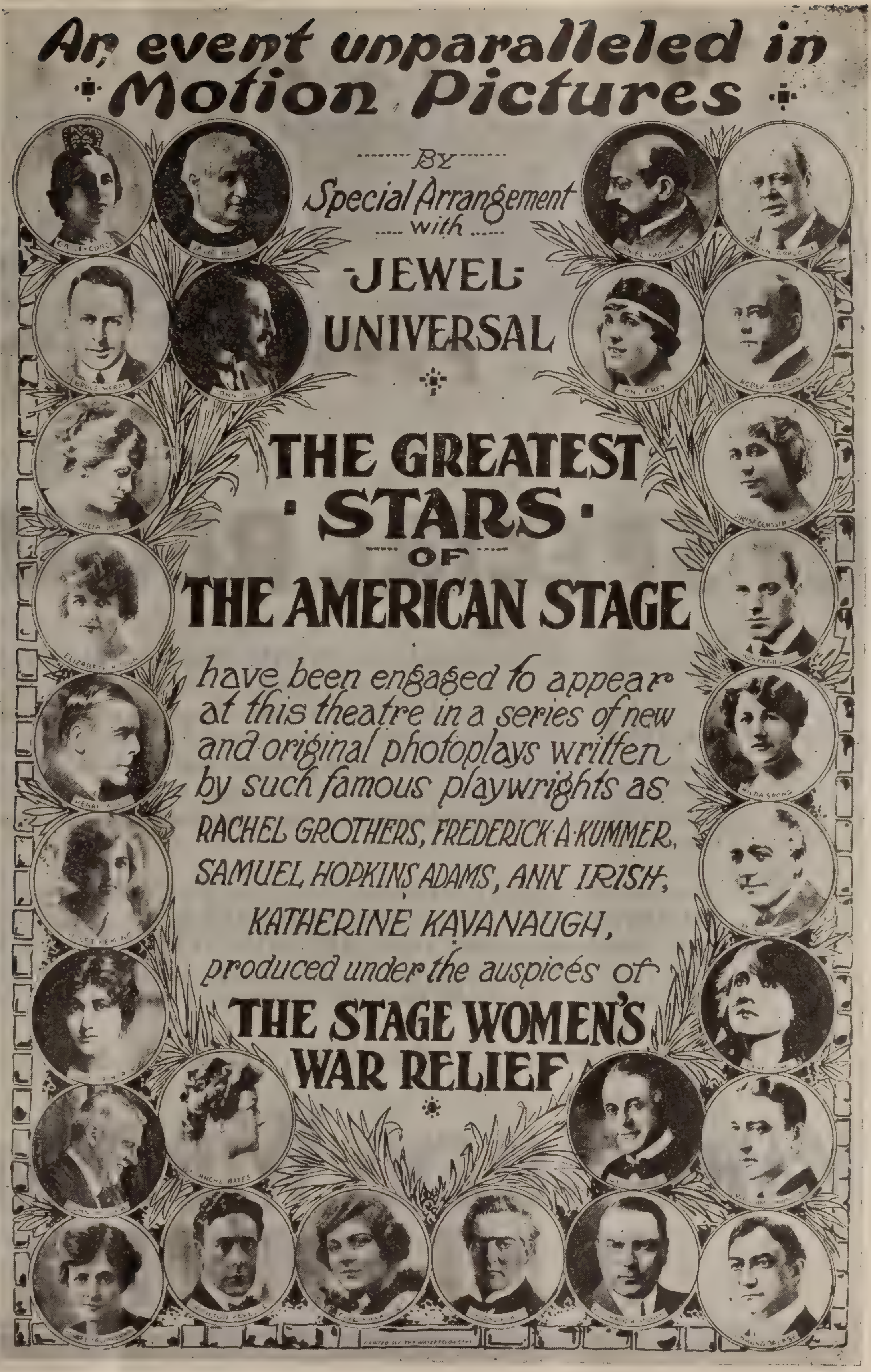
Says Robert McElravy in Moving Picture World: "A great deal of the eternal feminine is expressed in "FORBIDDEN." It has been given a charming presentation."

Says Tom Hamlin in Motion Picture News: "Miss Harris is effective and winning. She also wears some very beautiful gowns."

Says the Pittsburgh Press: " 'FORBIDDEN' is strong in dramatic interest and Mildred Harris was never cast in a more noteworthy part."

See it to-day at your nearest
Universal - Jewel Exchange

UNIVERSAL-JEWEL



An event unparalleled in
Motion Pictures

BY
Special Arrangement
with

JEWEL
UNIVERSAL

THE GREATEST
STARS
OF
THE AMERICAN STAGE

have been engaged to appear at this theatre in a series of new and original photoplays written by such famous playwrights as

RACHEL CROTHERS, FREDERICK A. KUMMER,
SAMUEL HOPKINS ADAMS, ANN IRISH,
KATHERINE KAVANAUGH,

produced under the auspices of

THE STAGE WOMEN'S
WAR RELIEF

NOTE

This is a reproduction of a one-sheet poster of the Stage Women's War Relief Series, showing the stars grouped on one layout.

Every release of the 12 plays has special paper procurable through any Universal Jewel Exchange.

BY SPECIAL REQUEST

IN several page ads published in MOVING PICTURE WEEKLY we told you how we took a long gamble and produced three wild animal pictures under the personal direction of the famous MAJOR ALLEN. These pictures have created a sensation, and so big a sensation that in some of America's largest and finest theatres these pictures drew the big applause of the evening, in competition with a costly feature. That applause has been duplicated in hundreds of houses.

The result is that all these houses that made good with the first three MAJOR ALLEN WILD ANIMAL PICTURES have bombarded us to make three more—AND THEY ARE NOW IN PROCESS OF PRODUCTION. While these last three are being made, book and show the first three and handle them like important costly features. ONE REEL EACH.

EVERY UNIVERSAL EXCHANGE IS NOW EXHIBITING THE

MAJOR ALLEN'S WILD ANIMAL HUNT PICTURES

To Every Large or Small Theatre in America

¶ It is better business to show a proven success two or three, or four months old than to show a flivver made yesterday.

¶ Don't think because a dozen new pictures are released every day that you have to show one of those new pictures every day. Your people will like it better if you intersperse among the new pictures at least one proven success each week, because a picture that they haven't seen is just as good as new, and when it's a proven success, it's a great deal better than a new one.

¶ The three stars shown on the next four pages and the last page of this special section are three of the best known and most popular actresses on the screen. They are fixed stars--they are established. You will advertise them--yes--but their names and their lists of successes are all you'll need.

¶ Exactly the same thing is true of the five Special Attraction stars listed in this section. And here we give you the pick of their pictures--some, four or five months old--some, only a few weeks--it makes no difference to the patron--for all that the patron wants is the cream of the cream--and here it is!

¶ All these pictures, whether Jewels or Universal Special Attractions, may be viewed at your nearest Universal Exchange.

Dorothy

THERE is probably only **one other** actress to-day who is being seen by as many people as are daily seeing Dorothy Phillips.

This is due to the fact that "The Heart of Humanity" has drawn the largest crowds and more of them (for nearly a year past) that have seen any other picture.

Unquestionably, you have shown this tremendous triumph — the greatest heart-picture ever made—a war picture that is greater in **peace times** than in war—a picture so big that the **small** exhibitor was at first **afraid** of it—till he found out that he could net more than he ever netted on anything before in all his life.

BUT Dorothy Phillips could not have made this enormous success—could not have swept the country with this picture unless she had had already many triumphs to her credit. Look back over this list of those produced only within the past year and a half—exactly as good as new if you haven't played them—better than fifty per cent of the new ones you've booked from competing producers.

"BROADWAY LOVE"—a highly dramatic, emotional story of the Great White Way—just the kind of picture that Dorothy Phillips scores her greatest hits in. And in this picture you'll see, in addition, many players now in stellar roles—a genuine treat through and through.

Phillips

"THE RISKY ROAD"—the story of a girl who **innocently** tried to play fast and loose with a big man's love—a picture that all women will understand—played by Dorothy Phillips with a wealth of drama and a sympathy that have added tens of thousands to her fascinated followers.

"THE MORTGAGED WIFE"—a very intense but clean-as-a-snowflake picture of a faithful little wife who mortgages herself to a man of wealth to save her husband from paying the penalty for forgery. A drama as human as a forgiving heart and as understandable as a woman's love for dress. If your people love romantic realism, show them this appealing picture.

"THE TALK OF THE TOWN"—the picture in which the Critics saw the proof of a marvelous versatility not surpassed by any other actress on the screen. Says Julian Johnson, Editor of **Photoplay:** "Her scope is **remarkable.** Here, **at last,** is a photoplay equal to her talents."

"DESTINY"—a great drama of the mystery of Fate. Says H. G. Redmon of the Majestic, E. St. Louis: "'Destiny' is all it is cracked up to be. I list it with **four** of the **biggest** box-office attractions I have played in the past **twelve years."**

Play **all** of these Phillips Triumphs that you haven't yet shown. Every one is a **proven money-getter.**

Priscilla

PRISCILLA DEAN — **madcap** Priscilla! **Tigerish, hoydenish, fiery** Priscilla—**beautiful, languishing, luring** Priscilla—the twinkling star that soared up into the dramatic heaven and blazed forth as the Meteor of the Screen in five triumphs, all produced within six months—do you mean to say you haven't shown **every single one** of these five plays?

"THE WILDCAT OF PARIS"—f'rinstance—the picture in which she made her name — that wonderful Parisian drama that grips your throat and cuddles your heart—**get next,** Mr. Showman—get next, **quick!**

W**AS** she wicked? **And** a darling? Yes, she was "THE WICKED DARLING" because she couldn't help herself—except to your watch. "A little actress to her finger tips—but her fingers were careless." The picture that makes men want to sign her up for life—if she'll only promise to be good —or nearly so. The kind of a play that starts out with everything all **wrong** and ends up with everything all **right**—the kind that people **love** to see. "A SILK-LINED BURGLAR"—what kind of a burglar is that? Book it and see—watch her climb over the transom into your people's hearts.

Dean

"THE EXQUISITE THIEF" — of which Harry Pomeroy, of the Holman, in Montreal, wired us, " 'The Exquisite Thief' played tremendously to-day in a pouring rain. One of the best attractions that have played here in a long time. Turned hundreds away." And Virginia Dale in the Chicago Daily Journal said, "I know of no one I'd follow to the jaws of a jail quicker than I would Priscilla Dean." But she doesn't go to jail—**the audience won't let her!** They make the hero reform her—and everybody goes home happy! Why not show a picture like this—that you're **sure of**—rather than one that you don't know beans about?

"PRETTY SMOOTH" — the play that Bayard Veiller, the man who wrote "WITHIN THE LAW," created specially for Priscilla Dean—in which the police think she's a French Maid—and in which she made her fifth big hit, except with the police. Make room for this picture right away. See it first, if you like, at any Universal Exchange, but — frankly — Priscilla Dean pictures don't require viewing. Simply book them whenever offered and put in your time viewing other things that you're not so sure about. Get ready now—**to-day**—for a run of **new** Priscilla Dean pictures that are going to make her incomparably the most dazzling star of the year.

SPECIAL AT

That will make a Hit —

Mary MacLaren

The Petal on the Current

The Weaker Vesse

The Unpainted Woman

"Mary MacLaren," says WID, "has been constantly adding to her list of followers, and the pulling power of her name should be taken advantage of." And these four selected pictures are the finest in which she has ever appeared.

The Amazing Wife

The Outcasts of Poker Flat

Bare Fists

Harry Carey

Every day "the King of the Gallopers" rides his horse into a new theatre and makes it chuckle over his smiling realism and thrill over the punch of his quick-trigger scenes. Do you know Carey? A couple of million other people do.

Riders of Vengeance

TRACTIONS

Anywhere at Any Time

The Delicious little Devil

"By all means," says WID, "take a chance on this picture—it strikes me as being one of the best things Mae Murray has ever done—it has real popular appeal."

Mae Murray

What am I Bid?

A production literally filled with picturesque scenic effects and with Mae Murray making a living, suffering human being out of the girl who was auctioned off as an orphan. See this sure!

The Sleeping Lion

The Light of Victory

Monroe Salisbury

Director and player of two leading parts in "THE FIRE FLINGERS"—one of the most startling pictures ever screened. See it to-day at your nearest Universal Exchange.

Rupert Julian

Mrs. Charlie Chaplin

(Mildred Harris)

THERE'S many a theatre that has shown "When a Girl Loves" and "Borrowed Clothes," but woke up too late (they thought) to play "The Price of a Good Time." Why, man! That's the picture that made Mildred Harris a star almost overnight! That's the picture that lifted an absolutely **unknown** actress into company with the most appealing favorites of the screen. Play it? Of course you'll play if it's new to your patrons—you can't do them a bigger favor. Next comes the play that proved that Mildred Harris wasn't a flash-in-the-pan—"The Doctor and the Woman"—made from Mary Roberts Rinehart's famous Serial "K"—one of the prettiest love-stories ever put on the screen. And next, a perfect **gem** of good society comedy drama—with a zip and a kick and a throb in it—as tantalizing as a pretty girl's wink—"For Husbands Only"—absolutely the cleverest thing that Lois Weber, the Belasco of the Screen, ever created—if you haven't played this picture, you and your theatre and your patrons have simply **missed out.** Take down all these titles—look over your schedule—throw out those that look doubtful—put in any one or all of these five Harris successes.

"DAINTY DAMSELS and BOGUS COUNTS"
It's A
RAINBOW
COMEDY

GOOD Comedies are as big a necessity for your program as good features. Where there are plenty of features to choose from, there is always a dearth of good comedies, EXCEPT a few that are known as good standard releases. Rainbow Comedies are among the standard good comedies. They average high. A contract for RAINBOWS will insure your comedy entertainment for any and every month. Book—"DAINTY DAMSELS AND BOGUS COUNTS."

ONE EVERY OTHER WEEK, RELEASED THU ALL UNIVERSAL EXCHANGES.

THE best theatres are using our TWO-REEL WESTERNS every week to balance their programs, and are finding them the real gems of the photoplay market. They add the contrast and are a welcome relief to the big feature which sometimes flops, and the evening's entertainment is often saved by these short subjects. It's to your best interests to see every short subject Universal produces—that is, if you seek to give your patrons a well balanced and superior show. Start with this week's release—"WINNING A BRIDE," featuring Fritzi Ridgeway.

ALL UNIVERSAL EXCHANGES

SYNOPSES OF "WINNING A BRIDE," "UNMASKED" AND SCREEN MAGAZINE, NO. 33.

"Winning a Bride"

Two-Reel Western Drama.

CAST.

Mary Pendleton	Fritzie Ridgway
Jack	Herbert Hayes

MARY PENDLETON, the daughter of the owner of the Bar X. Ranch, is talking on the veranda to Jack, her cowboy lover. Jack is the representative of the Bar X. Ranch in the Rodeo. Mr. Pendleton's foreman, Tom, tells him that the rival ranch, the Double O, are boasting that they will lick the representative of the Bar X., and that the Bar X. cowboys have staked everything down to Tom, on Jack. Tom says that for some reason the Bar X. has gone back in the betting and that they have got to win. He, himself, has bet $10,000 on the event.

Jack asks Mary why her father will not agree to their engagement. Mary explains that her father does not think he is able to support a wife. Pendleton tells Jack, "Win the Rodeo tomorrow and I will start you up on a ranch, so that you can marry Mary." Jack declares that he will win or die.

Wilson, owner of the Double O., has told his foreman, Ben, that they must win the Rodeo, with Pete, or they are financially broke.

Ben has decided to make doubly sure, so in the dead of night, he and two Mexicans kidnap Jack and take him to a lonely cabin. Next morning, Tom goes to Jack's cabin and finds him gone. Mary, Pendleton and Tom are at a loss. The only evidence they can find is a piece of watch chain of one of the men who did the deed. Pendleton tells them Tom must take Jack's place. Mary says that she will wait in the hopes that Jack may turn up. Pendleton and Tom leave.

Jack sees through the bars a prospector with pack horse, stop and make camp. He rips out one of the steel slats of his cot, makes it into a bow with a cord, then fashioning an arrow, writes a note, asking the finder to notify the Bar X. Ranch of his peril, and shoots it through the window. The shot is a lucky one and reaches the prospector, who throws off his packs and starts for the ranch.

Mary has just given up hope, when the prospector rides in. She jumps to her horse. A wild ride follows. As Mary approaches the cabin, her horse throws her—she rises to her feet, but her horse is lame. Nothing daunted, she takes her lariat, crawls up to the guard, ropes him from cover, overpowers him and releases Jack.

In the meantime, Tom and Pendleton arrive. Wilson and Ben are with their bunch. The Rodeo starts.

Mary and Jack are twenty miles from the Rodeo and no means of transport. As they are trying to figure it out, an aeroplane appears. They signal to attract the aviator's attention, and he descends and takes them as passengers.

At the Rodeo, Tom has lost three events—Ben has won three events, and Pendleton, who is keeping tally, is despondent. Wilson's bunch are jubilant. Event No. 4 is on and Tom again loses. He begs Pendleton to put up another man before it is too late. Pendleton hesitates. As he does so, the aeroplane arrives with Jack and Mary. Jack wins the rest of the events, winning the contest by 5—4. Ben protests the prize on a technicality that Tom, and not Jack, was the real entry of the Bar X. As they are quarreling over this, Mary sees a broken watch chain dangling from Ben's vest. She accuses him of kidnapping Jack. The two pieces of chain match, and Ben is arrested.

Pendleton fulfills his promise and Jack is happy in the possession of Mary and a ranch.

ELMO LINCOLN in

"Unmasked"

Episode 16.
"ELMO THE MIGHTY."

CAST.

Lucile Gray	Grace Cunard
Capt. Elmo Armstrong	Elmo Lincoln
Rayden	Ivor McFadden
Steve Blighton	Frederick Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Wong
The Mystery Man	James Cole

THE fight had continued in the water, but the Masked Menace had managed to get the valise when Blighton was knocked out by Armstrong. When Armstrong reached the mine again Lucille had so far recovered as to be able to see Blighton's partner and the slowly sinking ruffian confesses to her all of the chicanery which had for so long pursued her. Then she planned to return to her home. Armstrong, with the valise in hand, laid his final plans for entrapping Blighton and putting him out of the way. He sent a decoy telegram to his office and another to the sheriff, and then went home to his mother, where he made duplicate copies of the papers and carefully marked all of the money. The decoy telegram worked, and Armstrong allowed himself to be captured by the gang and taken to the Gray homestead which, unknown to the gangsters, was surrounded by the sheriff and his men.

Here in a few minutes Lucille arrived. Blighton threatened both and finally Armstrong gave up the copy of the documents and the marked bills. As he did so, who should walk into the room but Richard Gray, Lucille's father, whom she had long thought dead. Blighton was stunned. Then he flew to action, but Armstrong was ready and so was the sheriff and his men. Blighton was soon overcome, but he had one last trick. Inside his vest he carried two guns for emergency. Making a motion as though sticking his thumbs into his vest pocket, he suddenly drew the guns, and all would have been over with Armstrong had not the Masked Menace from the doorway broken Blighton's arm with a shot from his own gun.

With Blighton disposed of and the gang securely bound, the Masked Menace threw off his disguise. He proved to be Charles Gray, the brother of Richard, who had pulled him out of the pool below the dam when the harrassed man had attempted suicide.

The sheriff had been examining the contents of the grip. "Richard Gray, I absolve you from the charge of robbery, but I must still hold you for the death of Strang."

Blighton, almost unconscious on the couch, misunderstood. He thought he was being accused.

"Well, you got me on everything else. I did that, too."

"I have given you your freedom," said Elmo. "Now I want your daughter."

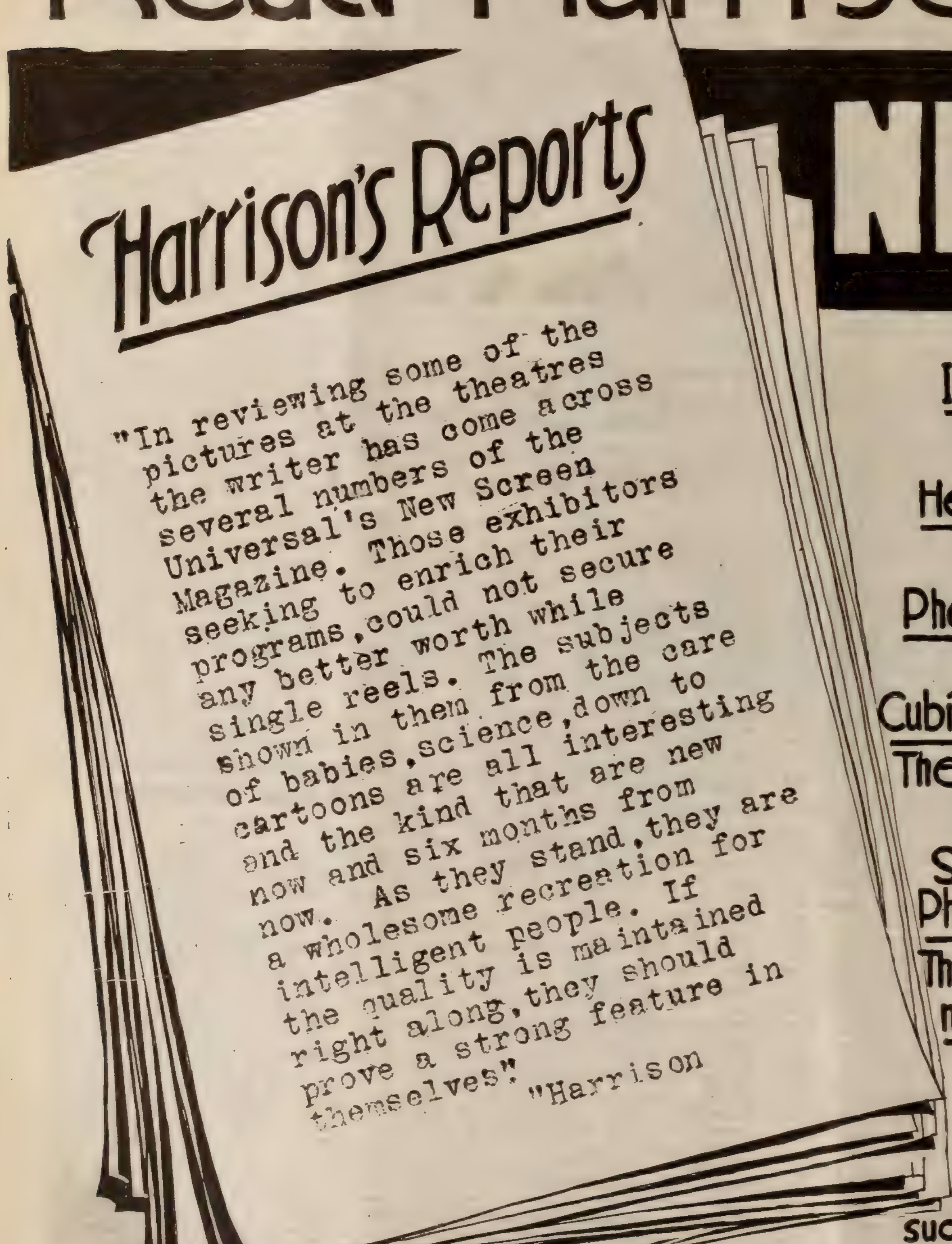
"Well, you'll have to ask her about that," said Gray, and Armstrong looked as if he was not at all uncertain about the result of that inquiry.

Screen Magazine,

No. 33.

WE open Screen Magazine No. 33 with a beautiful tinted and toned scenic picture showing the historic French seaport of La Rochelle. Then we show the interested spectator the real low down on the tanning industry, from the time a cold-hearted individual snatches the hide from the bovine's back until, in the form of shoe leather, it is clamped on your foot, and even so we cannot see why shoes cost $20 a pair. Lillian Russell tells you exactly how to use a beauty spot and when not to use it, while our old friend Signor Falconi discloses how you can read your sweeaheart's character by her eyebrows. This week's bug cartoon deals with the tumble-bug and discloses where our game of football originated. Before the futurist movie of Marshal Foch is exhibited, our own exclusive scientist shows us how etchings are made upon glass.

Read Harrison's



Harrison's Reports

"In reviewing some of the pictures at the theatres the writer has come across several numbers of the Universal's New Screen Magazine. Those exhibitors seeking to enrich their programs, could not secure any better worth while single reels. The subjects shown in them from the care of babies, science, down to cartoons are all interesting and the kind that are new now and six months from now. As they stand, they are a wholesome recreation for intelligent people. If the quality is maintained right along, they should prove a strong feature in themselves" "Harrison

NEW

Inventions

Science

Health Hints

Trick Photography

The New Cubist Movies

The Wonders of Nature

Slow motion Photography

Things You've never seen

All wonderfully new and fascinating Subjects, bigger and brighter each succeeding week

Report on the

SCREEN MAGAZINE

"Those Exhibitors seeking to **enrich** their Programs could not secure any better worth while Single Reels"——

HARRISON tells you the whole story of the Universal New Screen Magazine in his report on the opposite page. The sentence taken from his report and reproduced gives the situation in a nutshell, while the display lines below tell you a further story that every exhibitor should note with care. We are spending unlimited sums of money to make the New Screen Magazine superior to anything ever attempted in this line. As a result the finest theatres in America are booking and boosting it. IT WILL ENRICH YOUR PROGRAM AND BRING PATRONS YOU'VE NEVER SEEN IN YOUR HOUSE BEFORE.

NO COMMERCIAL, INDUSTRIAL OR PAID ADVERTISING OF ANY CHARACTER WHATSOEVER APPEARS IN THE UNIVERSAL NEW SCREEEN MAGAZINE.

Bookings may be arranged through any Universal Exchange.

WITH the finest Western stories, chosen with extreme care, these new SPUR & SADDLE PLAYS afford your patrons as much genuine entertainment in two reels as many of the best 5-reel features. These are distinctly different. Immeasurably superior in theme, direction, and details of production—produced with the care and cost of the very finest features.

10
Wonderful
Two Reelers
with
Whirlwind
Speed and
ACTION!!

Now being Exhibited in all Universal Exchanges

Publicity Page for "Loot"

ADVANCE STORY.

"LOOT," the famous Saturday Evening Post mystery story from the pen of Arthur Somers Roche, will be shown at the .... Theatre on ....

The Universal Film Company has made of this well-known story one of the most intense and enthralling mystery dramas ever presented to the followers of the silver screen. William C. Dowlan is responsible for the directorial excellence of this Universal feature.

While new to Universal pictures, Ora Carew and Darrell Foss, co-stars in "Loot," are well-known in the movie world. Miss Carew first flared into cinema prominence as a Mack Sennett star, later leaving the comedies to play opposite Wallace Reid. Before joining the Universal forces Miss Carew was featured in her own company.

Darrell Foss is one of the best-known leading men in the cinema world, having received his first training with Ince, later appearing as leading man for such stars as Alma Rubens, May Allison and Nazimova.

A special supporting cast was secured for this feature, including such well-known players as Joseph W. Girard, Frank Thompson, Alfred Allen, Wadsworth Harris, Arthur Mackley, Helen Gibson, Gertrude Astor and Frank MacQuarrie.

The plot deals with the amazing workings of a band of crooks, directed by the famous "Shadow," to obtain the priceless Arabian jewels. One of the biggest scenes that has ever been filmed for the screen is the tremendous jewelry store robbery, which Director Dowlan secured only after arrangements had been made with the Los Angeles police force to hold up street traffic for nearly an hour.

LOS ANGELES GASPED

Filming of the Great Robbery Scene in "Loot" Holds Up the Traffic of a Great City.

STREET traffic in Los Angeles was blocked for over an hour recently while Director William C. Dowlan and his Universal company "Looted" the largest jewelry store in the city. The big robbery of the jewelry store by a gang of fifty crooks and the subsequent holding up of the city traffic, while the thieves made their escape in waiting machines, is one of the biggest coups ever accomplished by a motion picture director.

Not only did the Universal company secure a number of wonderful scenes of the interior of the beautiful Los Angeles jewelry store, but Director Dowlan secured the services of thousands of extra people absolutely without cost. Twelve cameras were placed on the roofs of neighboring buildings, and thousands of feet of film were shot of the tremendous crowd which had gathered on Broadway to view the "Looting" of the jewelry store.

Ora Carew, the charming little actress, and handsome Darrell Foss are the stars in "Loot," the Universal feature to be shown at the .... Theatre on .... A series of graphic situations follow one another in rapid succession throughout the entire story, and make this picturization of the famous Saturday Evening Post's serial, "Loot," by Arthur Somers Roche, one of the most absorbing and enthralling pictures shown on the silver screen for many a day.

Darrell Foss, Universal star in "Loot" to be shown at the .... Theatre on ...., besides appearing as leading man for such stars as May Allison and Alma Rubens, played opposite Alla Nazimova in "The Red Lantern" and "The Brat."

THE COST OF REALISM

REALISM—what expenses are perpetrated in thy name. The well-known Saturday Evening Post mystery story, now playing at the .... Theatre, has as its supreme punch and biggest scene, the robbery of a large jewelry store by fifty masked bandits. Of course, it would have been possible for the Universal to construct their own jewelry store set, but Director Dowlan realized that the little intimate touches that distinguish a good picture from a mediocre photodrama could only be obtained with a real store.

So the leading Los Angeles jewelry store was chartered, with its hundreds of thousand dollars worth of precious gems, while the masked bandits proceeded to "Loot" the store, carrying off the jewels to big auto trucks waiting on the street. After the scenes were over, inventory was taken of all the jewels used in the picture, and their value was found to total over $500,000. The famous Arabin necklace used in the picture was itself valued at $100,000.

The hotel scene in this Universal feature was made in one of Los Angeles' finest hostelries, which it was necessary to rent from mid-night until six in the morning, thus entailing a neat outlay of money for the sake of realism. The story of "Loot" is an intense, absorbing drama on the workings of New York's underworld, sweetened by a beautiful story of a woman's love. Charming Ora Carew and Darrell Foss are the stars in this Universal feature.

Arthur Somers Roche, the famous Saturday Evening Post author, wrote the thrilling mystery drama, "Loot," which the Universal produced under the direction of William C. Dowlan. "Loot" will be shown at the .... Theatre on ....

NOTES

The famous Universal feature, "Loot," starring Ora Carew and Darrell Foss, will be seen at the .... Theatre on .... William C. Dowlan directed this thrilling Saturday Evening Post story, written by Arthur Somers Roche.

Before joining the Universal company to star in the famous Saturday Evening Post story, "Loot," which is to be shown at the .... Theatre on ...., Ora Carew was a well-known Mack Sennett beauty and a leading lady for Wallace Reid, later becoming a star in her own company.

A thrilling fight between a fleeing yacht and a pursuing police boat is one of the exciting incidents in the Universal mystery drama, "Loot," to be shown at the .... Theatre on .... "Loot" is a Saturday Evening Post story from the pen of Arthur Somers Roche.

Arthur Mackley, a former favorite in his famous sheriff character of old Essanay pictures, comes back in the role of Detective Tyron in "Loot," the well-known Saturday Evening Post story to be shown at the .... Theatre on .... by the Universal Film Company.

Ten thousand extras were used and street traffic on Los Angeles Broadway was held up for almost an hour, during the filming of the tremendous jewelry store robbery for "Loot," the Universal mystery drama to be shown at the .... Theatre on ....

Two lives hung in the balance as Morn Light, the little musical comedy actress, matched her wits against "The Shadow," New York's most feared criminal brain. This tense situation is vividly developed in "Loot," the Universal Saturday Evening Post feature to be shown at the .... Theatre on ....

An Unusual SPECIAL

with great Advertising possibilities

"Sinbad" the Sailor

AN UNUSUAL SPECIAL with unusual advertising possibilities! A treat for both old and young. No two-reel picture ever made comes anywhere near it for Beauty and Charm. Played entirely by a great cast of marvelous child actors. YOU JUST HAVE TO SEE IT!

BOOK THRU YOUR NEAREST UNIVERSAL EXCHANGE

SYNOPSES OF "THE JAWS OF DEATH," "TEMPEST CODY RIDES WILD," AND INTERNATIONAL NEWS, NO. 38.

JAMES J. CORBETT in

"The Jaws of Death"

Episode No. 6.

"THE MIDNIGHT MAN."

CAST.

Jim (Bob Gilmore)	James J. Corbett
Nell	Kathleen O'Connor
Morgan	Joseph W. Girard
Spike	Noble Johnson
Zafara	Orral Humphreys
Arnold	Joseph Singleton
Gilmore	Frank Jonasson

JIM'S fall stunned him for a moment and gave the detectives time to clamber down on to the roof after him. But in an instant he was up again. Fighting his way to the fire-escape, he made his way rapidly to the lower balcony, but here Zafara was waiting for him. Without a moment's hesitation he jumped out on the telephone wire. Steve Arnold, seeing an opportunity to capture him, fired at the wire and cut it nicely. Jim, on the end of the wire, did a giant swing, planted his feet in the stomach of Zafara, and was off like a flash. Jumping on the back of an automobile and thence to an auto going in the opposite direction, he made his way back to his apartment.

Henry Morgan was all the more anxious after this escapade to force Jim into his band of crooks and, summoning Spike, told him to frame up a big burglary at his own office in order to get something on Jim, and thus force him to join the White Circle gang. The mere mention of the opportunity to get inside of Morgan's safe proved the one magnet for Jim and he decided to take a chance. Knowing Morgan only as Nell's father, he telephoned him that his office was to be broken into that night, told him to summon the police and wait for his signal.

The double frame-up came off as anticipated but at the last moment one of the crooks broke a jimmy over Jim's head and Arnold, Morgan, Nell and the detectives at last saw the Midnight Man lying unconscious in front of the safe.

Wishing to spare Nell's feelings, however, Morgan forbade them to take the mask from his face. Recovering consciousness gradually, the Midnight Man held out his hands for the handcuffs. There is many a slip, however, where the Midnight Man is concerned. A right upper-cut floored the holder of the handcuffs and in a trice the Midnight Man had the party covered. Another daring escape and the Midnight Man was free from the pursuit of all except Zafara and his men, who followed him into a basement and discovered Jim hiding in the bottom of an elevator shaft. Leaving a man on guard, Zafara gradually lowered the elevator.

"Give me the ring or I will crush you to death," he commanded.

There was no response as the elevator came slowly down.

MARIE WALCAMP In

"Tempest Cody Rides Wild"

Two-Reel Drama.

Spur and Saddle Series No. 3.

CAST.

Tempest Cody	Marie Walcamp
Tex Andrews	Bob Anderson
"Silver" Marlow	Charles Brinley
Tejon	Ben Corbett
Mart Jenkins	Gabe Price

IT was the day of the rodeo. Every ranch for miles around was represented and Tex Andrews, Tempest Cody's partner and half owner with her of the T. Bar A Ranch, was one of the favorites picked to win. Tempest herself had bet $5,000 on her partner, and all of the cowboys in his outfit had mortgaged their wages for six months. Tejon was the entry upon whom "Silver" Marlow had centered his hopes of winning a large amount of money. "Silver" and Tejon were both as crooked as they come. Both knew that Andrews was the only one that Tejon had to fear, but "Silver" none the less took the other end of Tempest's $5,000 bet and the money was deposited with Mart Jenkins as stakeholder.

The next instant the rodeo was on. Bull-riding, cattle roping, Roman riding, trick riding and then the final and conclusive test of a real cowboy, bronc riding. Fearing that Tejon will not win from Andrews in spite of his cleverness of riding, Marlow frames up on Tex by cutting the saddle girth just as Tex as riding out of the pen. Andrews gets a bad fall and is ordered to the hospital to have his arm treated. Meanwhile the megaphone man announces that Tex Andrews and Tejon are tied for first place and that Andrews must get a substitute or the championship will be awarded to Tejon. Tempest herself decides to substitute for Tex, and successfully rides the wildest horse at the rodeo to victory.

But in defeat the Marlow gang is more dangerous than in victory. Marlow planed to get the $10,000 bet at least, even if it was the last thing he did.

Writing a note which apparently came from Dr. Gould, Marlow gave it to the driver of an atomobile and told him to take her to the Chinese camp on the lower road, but when the driver turned off of the main road to the hospital, he was surrounded and held by Marlow's gang. They were baffled not to find the money.

In the meantime Tex had had his arm treated and had gone back to the rodeo only to be informed by the auto driver that Marlow had framed on Tempest. Hastily organizing a posse they trailed the car and surprised the Marlow outfit, driving most of them over the cliff into the rapids.

When Tempest had somewhat recovered from the excitement she thought of the money and pulled it out of her tight-fitting riding boot, where she had placed it when danger threatened.

International News,

No. 38.

Pershing Besieged by Cheering Crowds at the Capitol.—Washington, D. C.

Spectacular Blaze in Oil Plant Turns Night Into Day.—Brooklyn, N. Y.

Prince of Wales Finds Fishing in Canada a Royal Sport. — Cameron Falls, Ont.

The Real Hula.—Hawaiian dancers show it to the visiting "gobs" in all its native sinuousness.—*Waikiki Beach, Hawaii.*

Champions of the "Bike" in Great Speed Contest.—Hartford, Conn.

Labor Leaders Seek Compromise in Police Strike.—Boston, Mass.

International Presents a Zeppelin Ride Over Germany.—Exclusive pictures by Captain Ariel Varges, International cameraman, of a picturesque trip in a giant passenger airship.

Sub-Titles.—Leaving the monster hangar at Freidrchafen in the first leg of a 700-mile flight to Berlin. Passing over Nurnburg, the toy city—a remarkable view from the Pullman cabin of the gigantic Bozensee. A peep through the trap door at a pine forest encountered in the run from Nurnburg to Leipsig. In the navigator's cabin—getting his bearings amid the clouds. A little German village. In a confortable "pullman" chair watching the ever changing beauty of the landscape. Luncheon amid surroundings as luxious as the most magnificently appointed ocean liner.

Service Page for "Loot"

AT A GLANCE

SUBJECT—"Loot.""

LENGTH—Six reels.

STARS—Ora Carew and Darrell Foss.

DIRECTED BY—William C. Dowlan.

STORY BY—Arthur Somers Roche, who wrote "Loot" for the Saturday Evening Post.

SCENARIO BY—Violet Clark.

SUPPORTING CAST—Joseph W. Girard, Gertrude Astor, Helen Gibson, Arthur Mackley, Frank Thompson, Alfred Allen, Wadsworth Harris, Frank MacQuarrie.

LOCALE—A metropolitan city and the high seas.

TIME—The present.

THUMB-NAIL THEME—The story of the efforts of a notorious gang of crooks to obtain a famous diafond necklace, and how they are foiled by a little musical comedy actress who saves the jewels and a young Englishman's life.

ADVERTISING PUNCHES.

1—The famous Saturday Evening Post story, "Loot," from the pen of Arthur Somers Roche.
2—The two stars, charming Ora Carew and handsome Darrell Foss.
3—The superb handling of the story by Director William C. Dowlan.
4—The beautiful photography by Fred LeRoy Granville and the magnificent sets.
5—The tremendous scene of the robbery of a great jewelry store.
6—A whole block segregated by bandits while trucks receive the stolen plunder from a stuck-up store.
7—The running fight between the police boat and the fleeing bandit launch.
8—The outwitting of "The Shadow," New York's keenest criminal brain, by a little musical comedy actress.
9—The tense sustained mystery interest throughout the entire production.
10—The inside workings of New York's most daring criminal band.
11—The probability and timeliness of the story. It could happen tomorrow, and more improbable hold-ups are being staged every week in closely guarded New York.

Story by Arthur Somers Roche

Directed by William C. Dowlan

CAST

Pete Fielding	Joe Girard
Williams	Frank Thompson
Lark Ashby	Alfred Allen
Arabin	Wadsworth Harris
Morn Light	Ora Carew
Hildreth	Darrell Foss
Detective Tyron	Arthur Mackley
Lady Gwendolyn	Gertrude Astor
Jacques	Frank McQuarrie
Maid	Helen Gibson

AN American millionaire living in London sends Wade Hildreth to the New York jeweler, Arabin, for a wonderful diamond necklace for his bride. In New York a gang of society thieves, led by a man known as "The Shadow," plan to steal the necklace. Arabin is out of town and his secretary, who is one of the gang, meets Hildreth at the pier. Purely through his interest in the great city and his refusal to take a room on the tenth floor of the hotel, Hildreth wrecks two of the gang's traps. The Shadow is furious.

Playing a leading role in a Broadway musical comedy is Morn Light, a girl who, to all appearances, is in love with "The Shadow." Hildreth is advised by phone that Arabin has engaged a box for him at the theatre. He attends the play and in the intermission there is handed to him a note telling him that Morn Light wants to see him in her dressing-room. Puzzled, he goes to her and she greets him as an old friend. Suddenly Hildreth realizes that this is because her maid is in the room. When the maid leaves, Morn Light scribbles a note and hands it to him, warning him with lifted finger to make no comment lest the maid be listening. Following the directions, Hildreth goes to the Bishop Cafe to await Morn Light. He is shown into a private room. As she makes ready to leave for the cafe, Morn Light learns that "The Shadow" will call at her apartment. This makes it necessary for her to go home. Before "The Shadow" arrives she phones Hildreth. She is speaking to him when "The Shadow" arrives.

Alarmed when the telephone connection is broken with a scream, Hildreth hurries to the girl's apartment, where the gang hurl themselves upon him, taking everything he has, including his card-case. Next day "The Shadow" calls on Arabin and presents Hildreth's card. As the jeweler takes the necklace from the safe "The Shadow" knocks him unconscious and flees with the necklace. Hildreth is on a yacht in the harbor, beaten and bound. The fleeing thieves come up over the side and get under way to beat the police. Then Morn Light tells Hildreth that "The Shadow" killed her father and that she has associated herself with him only to warn his victims. "The Shadow" is captured by the police, and the necklace returned to Hildreth, and Morn Light and Hildreth find happiness in each other's arms.

ADVERTISING DISPLAY LINES

The Shadow melts before Morn Light, even as evil wilts before the sun.

With her back against the wall she fought off the Shadow to save the man she loved.

Even blase old New York, satiated as it was by thrills, gasped at the daring million dollar robbery.

One of the biggest scenes in pictures—the robbery of a famous gem shop by a masked gang of thieves.

He swore he would never be taken alive—and the Shadow disappeared into a watery cave.

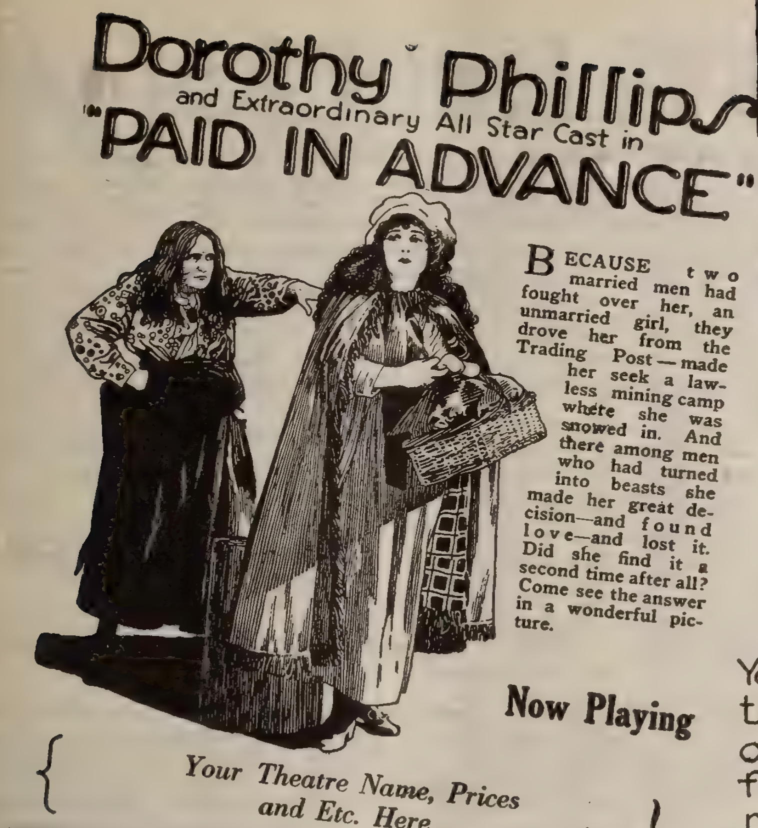
The talons of the underworld had caught the little musical comedy star—but she fought off the Shadow for the love of the man who needed help.

Newspaper Display Ads.

for

DOROTHY PHILLIPS in "Paid in Advance"

You can get them in Cut or Mat form from your nearest UNIVERSAL-JEWEL Exchange

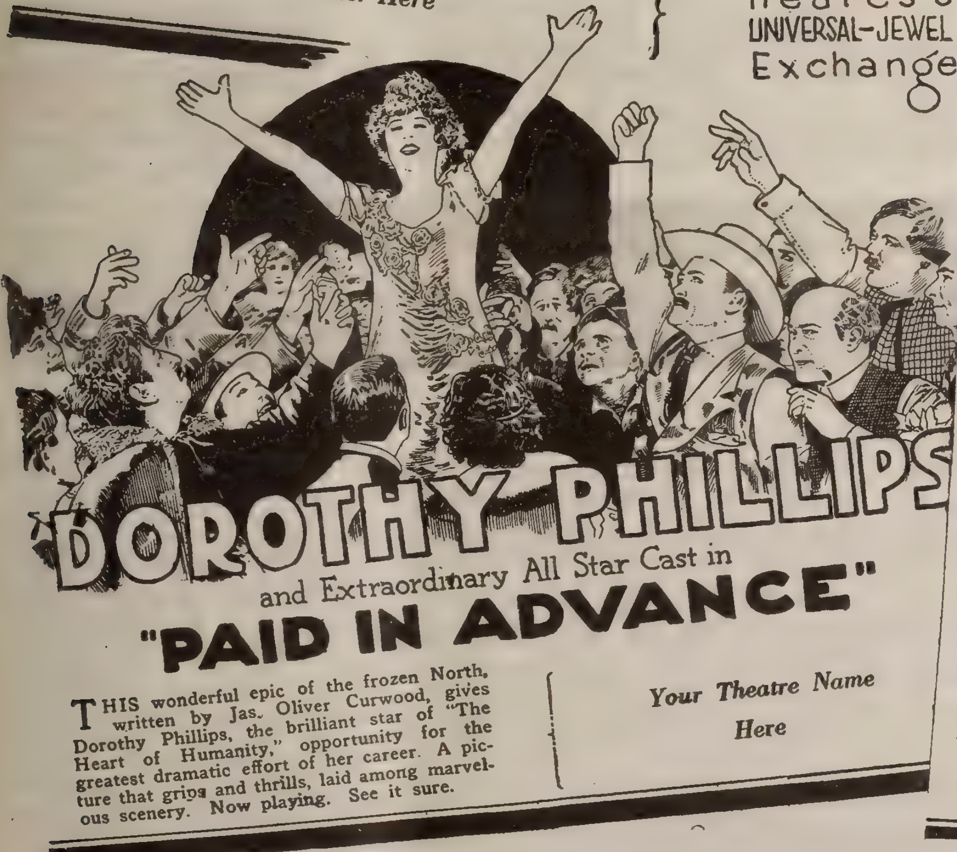


Dorothy Phillips
and Extraordinary All Star Cast in
"PAID IN ADVANCE"

BECAUSE two married men had fought over her, an unmarried girl, they drove her from the Trading Post—made her seek a lawless mining camp where she was snowed in. And there among men who had turned into beasts she made her great decision—and found love—and lost it. Did she find it a second time after all? Come see the answer in a wonderful picture.

Now Playing

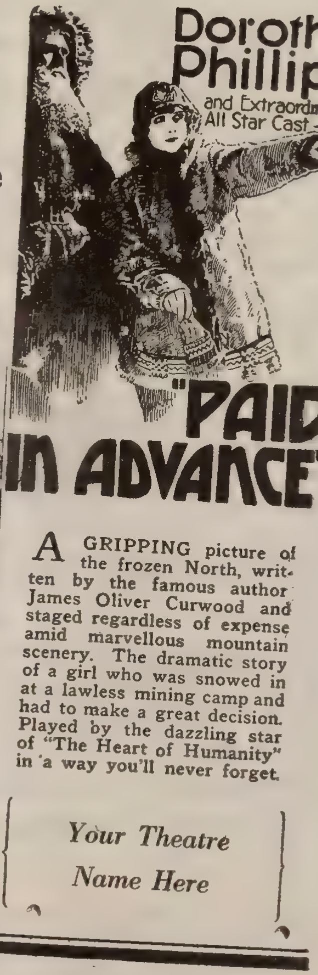
Your Theatre Name, Prices and Etc. Here



DOROTHY PHILLIPS
and Extraordinary All Star Cast in
"PAID IN ADVANCE"

THIS wonderful epic of the frozen North, written by Jas. Oliver Curwood, gives Dorothy Phillips, the brilliant star of "The Heart of Humanity," opportunity for the greatest dramatic effort of her career. A picture that grips and thrills, laid among marvelous scenery. Now playing. See it sure.

Your Theatre Name Here



Dorothy Phillips
and Extraordinary All Star Cast in
"PAID IN ADVANCE"

A GRIPPING picture of the frozen North, written by the famous author James Oliver Curwood and staged regardless of expense amid marvellous mountain scenery. The dramatic story of a girl who was snowed in at a lawless mining camp and had to make a great decision. Played by the dazzling star of "The Heart of Humanity" in a way you'll never forget.

Your Theatre Name Here

BOOK THROUGH YOUR NEAREST UNIVERSAL-JEWEL EXCHANGE

SYNOPSES OF HEARST NEWS, NO. 38, "ONE LOVELY NIGHT," and "DAINTY DAMSELS AND BOGUS COUNTS."

Hearst News,

No. 38.

Police Strike Turns Staid Boston Into Armed Camp.—Boston, Mass.

Sub-Titles.—Just like the front—helmets and everything. The streets turned into bivouacs for doughboys Brigadier-General Parker, Police Commissioner Curtis and Superintendent of Police Crowley. Doors boarded up for protection. A loyal sergeant and a volunteer wearing his new badge.

Noted Prelates Meet. — Cardinal Gibbons welcomes Cardinal Mercier, Belgium's heroic priest.—*Baltimore, Md.*

Hawaiian Swimmers as Guard of Honor for U. S. S. New York.—Honolulu, Hawaii.

No Man's Land.—With sentries, patrols, outposts, shell holes 'n everything.—*New York City.*

Sub-Titles.—On guard over a dugout. Hsst! Smells like a Boche. Chow time for Private Prairie Dog, and also for Mr. Hip. Mr. Possum never plays dead at meal time.

Hoover, World Food Regulator, Home Again.—New York City.

Fingers Were Invented Before Forks.—Secretary of the Navy Daniels at Hawaiian feast discovers the truth of this adage.—*Waialua, Hawaii.*

Sub-Titles.—Poi (liquid bread) and other native delicacies after the fashion set by Father Adam and Mother Eve. Mrs. Fern, wife of the Mayor of Honolulu, shows the Secretary and Mrs. Daniels how it should be done.

Crowds Greet Wilson Touring West for League Treaty. — *Minneapolis, Minn.*

Sub-Title.—At Bismarck, N. D., the President receives a hearty welcome.

Roaring Flames Wreck Standard Oil Plant.—Three million dollars damage.—*New York City.*

"Indoor Sports" Cartoon by "Tad."—"Coming Home a Bit Late."

Current Events,

No. 38.

Russian Prisoners in Germany Saved by Yank Food.—Frankfort, Germany.

America's Metropolis Honors Belgium's Heroic Primate.—New York City.

A Society Mule Race.—Fleet-footed Bonnie Annie defeats Mrs. Vincent Astor's pet, "Black Joe."—*Rhinebeck, N. Y.*

Great Pacific Armada Passes in Review Before Wilson.—Seattle, Wash.

More American Refugees.—Goats from Guadalupe Island, Mexico, where 50,000 of the "nannies" are starving, are brought to America, San Diego, Cal.

While Nero Fiddles.—Rome burns! And the Prohibitionists laugh while Government officers destroy this $10,000 worth of confiscated liquor.—*Chicago, Ill.*

Ireland Confiscates Great New Cathedral.—Queenstown, Ireland.

Sub-Titles.—Sisters of the Convent of Mercy making banners for the procession. Cardinal Logue, Primate of Ireland. The venerable cardinals lead the consecration procession to St. Coldman's Cathedral.

Nation's Capital Pays Tribute to Pershing and Famous First.—Washington, D. C.

Sub-Titles.—Past the Peace Monument—over streets carpeted with flowers—"Black Jack" Pershing leads his fighting men. On Pennsylvania Avenue—in the shadow of the Capitol—where Grant's Grand Army of the Potomac once marched in triumph. Passing Vice-President Marshal and Secretary of War Baker in the reviewing stand. The First Division Artillery—the boys who fired the first American shell of the war. The finest troops of the world! Pershing's famous composite regiment. Through the Arch of Triumph, symbolic of the great victory.

"One Lovely Night"

Okey Comedy.

NEAL and Josie had had one week of perfect bliss after their marriage when the storm broke. Neal billed himself for a flyer to the club, saying that every married man is entitled to one night a week to himself. "What's sauce for the gander is sauce for the goose," and so thinking, Josie went to the phone and called up Jimmie, a bird who had once fluttered Josie's heart, and Neal knew it. Not to be outdone, Neal abandons the idea of the club and phones to Peggy, whose baby stare once threw him into a trance, and Josie knew that. Now, Peggy and Jimmy are sweethearts, and they meet on the steps of the Neal homestead. Realizing why they have been asked, they decide to make both Neal and Josie so jealous that they'll be only too glad to make up.

All is going smoothly as can be expected when Josie's uncle, whom Neal has never met, and who was to have performed the ceremony, comes and discovering Josie in Jimmy's arms, thinks that Jimmy is his new nephew. Not knowing what else to do, Josie introduces Neal and Peggy as Mr. and Mrs. Jones. Uncle takes a check from his pocket and tells them that Aunt Sallie told him to give them it after he had married them, but not having performed the ceremony the first time, the only thing to do is to marry them over again.

The two girls run into Josie's bedroom and mask, swathing themselves in veils. After the ceremony it is discovered that Uncle has married Neal and Josie, which of course is perfectly all right.

RAINBOW COMEDIES

Presents

"Dainty Damsels and Bogus Counts"

(*Copyright, 1919, by L-Ko Komedy Company.*)

NOWORK and Workless were two gentlemen who believed in taking life easy, and when they heard there was work to be had in the city, they went to the country. Although just plain ordinary hoboes they had an exalted opinion of themselves and aimed to become counts.

Mrs. Corsbone was the widow of a cold storage egg profiteer, and spent his money entertaining prominent men at the Mud Lake Health Institute. She had week end parties galore and her female guests went around in their bathing suits all day long. While some of these pretty damsels are taking a bath, the hoboes drop into the tank with their pet Theda Burro. Before anyone can grab them, they disappear. They manage to get into some clothes belonging to the guests, and pose as counts, I. M. Rich and Archibald McCootie.

Count I. M. Rich makes love to the widow, and when she hears he is so prominent, reciprocating his love. Her former sweetheart, who is also a guest, is infuriated at her sudden change of heart and plans revenge. He steals her baby girl and makes away with her. Count Rich pursues the kidnapper in a baby aeroplane, and some very clever funny situations arise out of the chase with the aeroplane. In the meantime, Count McCootie, goes hunting in the hope of bringing back to the widow, some marvelous animal or bird. He gets entangled in the bushes and has a wild time chasing a duck that got him out of the bushes.

A thrilling stunt is pulled off while Count Rich is pursuing the kidnapper, he climbs hand over hand across a deep canyon and rescues the baby. The aeroplane comes into its own in bringing the baby back safely and quickly to its mother.

NOTHING STANDS UP TO THE AMAZING RECORD OF THE SIXTY SEVEN

BLUEBIRD

PRODUCTIONS

that are making more net cash & profits to Exhibitors than any group of Productions ever released

Yet in spite of their unusual quality and drawing power...

YOU GET THE ENTIRE 67 SPECIAL PICTURES AT A PRICE THRU OUR BIG SPECIAL DEAL

(SEE NEXT THREE PAGES)

FAMOUS STARS

that you get in wonderful
BLUEBIRD PICTURES
in this
SPECIAL DEAL

JUANITA HANSEN

MARIE WALCAMP

PRISCILLA DEAN

DOROTHY PHILLIPS

CARMEL MYERS

MAE MURRAY

FAMOUS STARS

that you get in wonderful
BLUEBIRD PICTURES
in this
SPECIAL DEAL

THINK!

THINK what it means to you to be able to get DOROTHY PHILLIPS, Star of the sensational success—"THE HEART OF HUMANITY," still playing capacity at top prices—and Star of the big new sensation, "THE RIGHT TO HAPPINESS"—THINK what it means to get Priscilla Dean, the fastest comer in Stardom in moving pictures to-day—

And then add to those such Box Office powers as Mae Murray, Herbert Rawlinson, Lois Weber, Carmel Myers, and many others whose portraits are not shown on the inside two pages owing to lack of space.

And remember the plan—67 picked Bluebirds—the cream of more than 150 releases—offered to you on the basis of—THE LARGER THE NUMBER YOU BOOK THE LOWER THE COST TO YOU PER PICTURE.

Book 10 and get a low price—book 20 and get a still lower price and so on—Book all 67 and get a still lower deal at prices which will bring you the biggest season of profits you ever experienced, and besides (if you haven't shown these pictures in your house)—give your patrons the biggest series of photoplay treats of their lives. ALL big productions; 67 out of 150 features. Hand-picked—carefully gone over—nothing but winners, one right after the others for 67 straight weeks, with the biggest profits on every picture you ever made in your life.

Imagine, announcing a whole season's plays in advance!!! What house has ever been able to do that? Thus you can not only make a tremendous clean-up, but set your town on edge by publishing your whole list of COMING PLAYS for the season. No opportunity ever equaled this. By every argument of good business this stands unparalleled as your MIGHTIEST OPPORTUNITY in years.

Get the list of BLUEBIRDS today from your nearest Bluebird or Universal Exchange and make a quick decision. You'll never beat this chance in your life. GO TO IT!!!

Your Universal Exchange Manager will give you Facts and Figures on what these pictures and this special deal have done for other Exhibitors. You cannot afford to be without this information

**"Uncle—Can you hear me?
I want to borrow
a Million Dollars"**

Carl Laemmle offers
the UNIVERSAL SPECIAL ATTRACTION

"Bonnie, Bonnie Lassie"

Starring

MARY MacLAREN

Supported by Spottiswoode Aitken

A PERFECT example of what is fast becoming a tremendously popular type of picture—the Comedy-Drama full of Drama. Taken from the story, "Auld Jeremiah," by Henry C. Rowland, "BONNIE, BONNIE LASSIE," is the absorbing romance of a sturdy Scotch girl who determines to earn her own living in this country, and inadvertently becomes the ward of a millionaire while painting some of the worst signs ever put on a billboard. There is a chuckle and a laugh between every two thrills and a happy ending that sends them away in a glow. Mary MacLaren at her best, supported by Spottiswoode Aitken and a fine company of Universal players.

CARL LAEMMLE
offers
MONROE
SALISBURY
in
"SUN-DOWN
TRAIL"

The Moving Picture Weekly

"THE BRUTE BREAKER"

UNIVERSAL SPECIAL ATTRACTION

VOL 9 NO 8
OCTOBER 11, 1919,

"Beg for it? No!

"Beg for 'THE RIGHT TO HAPPINESS'—Never! Just walk right in to your nearest Universal-Jewel Exchange and DEMAND IT!!! Demand it on the basis of your right to get this biggest production of the year. Demand it, because you understand that it is the picture of the hour. Demand it, because you are in this business to make money. Demand it for the reason that it will add prestige and character to your theatre in showing such a production.

Carl Laemmle Offers

Dorothy Phillips

in

The Universal-Jewel Production De Luxe, produced under the direction of Allen Holubar

"The RIGHT

I Demand it!"

— the right to happiness

Demand it for a run of at least three days—four or five days, if possible, and a full week if it can be arranged. Demand all the powerful advertising props, posters, special heralds, slides, lobby displays and other features, and while you're about it, just read what others have said, so that YOU may know you are on the right track in making your demands.

THE NEW YORK CRITICS SAID:

"Thrilling—full of dramatic interest—a talented star."—Evening Journal.

"Nothing has been spared."—Tribune.

"More than the usual number of thrills."—Sun.

"Elaborate."—Times.

"Unusually beautiful."—Telegraph.

"Interesting and vivid."—Globe.

"Intensely interesting."—Journal of Commerce.

"Engrossing—a timely message."—Evening Mail.

THE CHICAGO CRITICS SAID:

"Here is proof positive that Dorothy Phillips is a great actress—and that Allen Holubar is a great director. This picture is going to be very popular—it is first of all a romantic drama. If you enjoy—good pictures you can't afford to miss this."—Evening Post.

"Dorothy Phillips in the dual role of both daughters is superb. The picture is forceful and appealing and it will prosper."—Herald and Examiner.

"The audience liked the picture. That, after all, is the criterion. People were saying, 'Isn't that wonderful.' No one can see it and fail to be impressed."—Daily Journal.

THE BOSTON CRITICS SAID:

"It is the duty of every person in Boston to see 'The Right to Happiness.' It deserves to rank among the masterpieces of the screen world. It has yet to be equalled."—Evening Record.

"A powerful picture of to-day's conditions—a striking portrayal:"—Herald.

"One of the most human film plays of the season."—American.

"Artistic and convincing."—Transcript.

"A dramatic love story. It is hard to believe it is the same actress in both characters."—Post.

WID'S DAILY SAID:

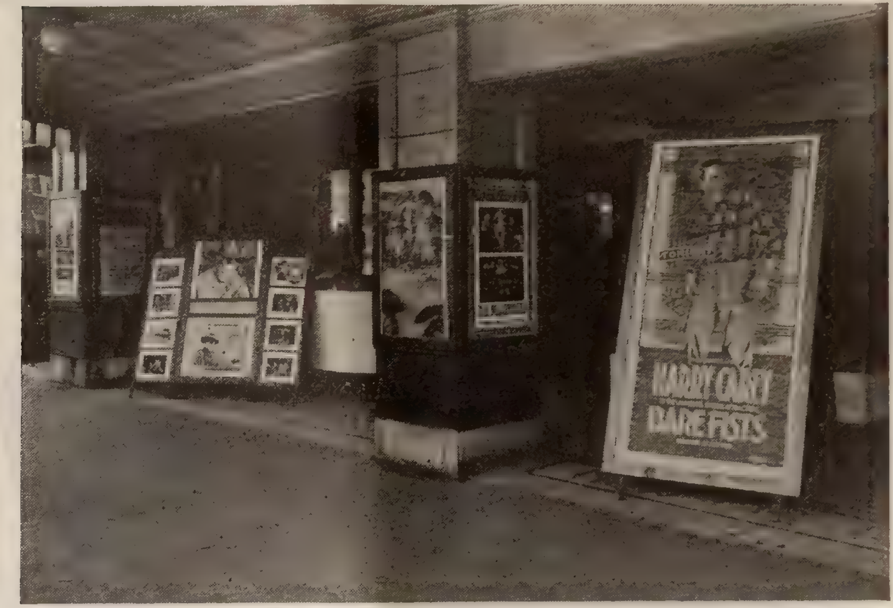
"This should certainly be one of the big pictures this year. Surely this is a special—and if you handle it right it should be a very big money-getter. The success of Allen Holubar's 'Heart of Humanity' is going to help you a lot in presenting this."

NOW BOOKING
THRU ALL
UNIVERSAL-JEWEL
EXCHANGES

TO HAPPINESS"

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
Paul Gulick, *Editor.* **Tarkington Baker**, *Bus. Mgr.*
(Copyright 1919, Universal Film Mfg. Co. All Rights Reserved)
VOY. 9. OCTOBER 11, 1919. NO. 8

UNIVERSAL ON HARDEST NIGHT



New Centre Theatre, Kansas City, Mo.

MONDAY is the worst show night of the week, and the New Centre depends upon Universal to pull the crowds.

The New Centre is a popular priced house in Kansas City, Mo. In fact it has a policy of never charging more than five and ten cents for its pictures. This policy was adopted as a result of the sad experience of others who had the house before the present owners, Wolf Goldstein and Louis Sponsler. These men have made the house a success by meeting the situation as it presented itself.

Mr. Goldstein admits that, though he has put a heavy task on Universal pictures by presenting them on Monday, he does not leave the whole responsibility of getting them across to just placing a slide in his machine and flashing it on the screen a week before it is to be shown. No! He does more than that. He believes in putting the public wise bright and early and giving them a big look in order to attract them. He believes in lobby displays that pull, and billboard display that no one can miss.

The picture of his theatre that is shown here in the display of Harry Carey in "Bare Fists" is a splendid example of how the New Centre does it. One three-sheet, one one-sheet, two 22-x-28 cards, and one set of 11-by-14 were used for "Bare Fists," and one one-sheet of Screen Magazine and two one-sheets on Lyons-Moran comedy. Of course the prominent feature was Harry Carey and the New Centre made it such.

The fact that it was Monday night was not all; it was Labor day.

"I do not expect a large crowd on account of Labor Day and this being Monday," remarked Mr. Goldstein in the morning of the day the picture was shown. "Yet, Carey always pulls. The folks around here like him very much. One couple comes here every night. The man saw my advertisements for Carey the other day and remarked to me, 'You show Carey Monday?' I told him I did.

" 'Well,' he remarked, 'I like Carey better than I do Hart. Carey has a softer expression on his face; he shows more sympathy. Hart's face seems hard.' "

It is needless to say that in spite of its being Monday and Labor day, the show went over splendidly. Newspaper advertisements were also used. This was very modest advertising, as the New Centre only attempted to inform those in the immediate neighborhood of its show.

Priscilla Dean is as great a favorite with the patrons of the New Centre as is Harry Carey.

Yes, the New Centre puts the greatest test on Universal by playing its pictures on Monday night; but New Centre finds that it does the work and carries its responsibility very well.

NOTICE

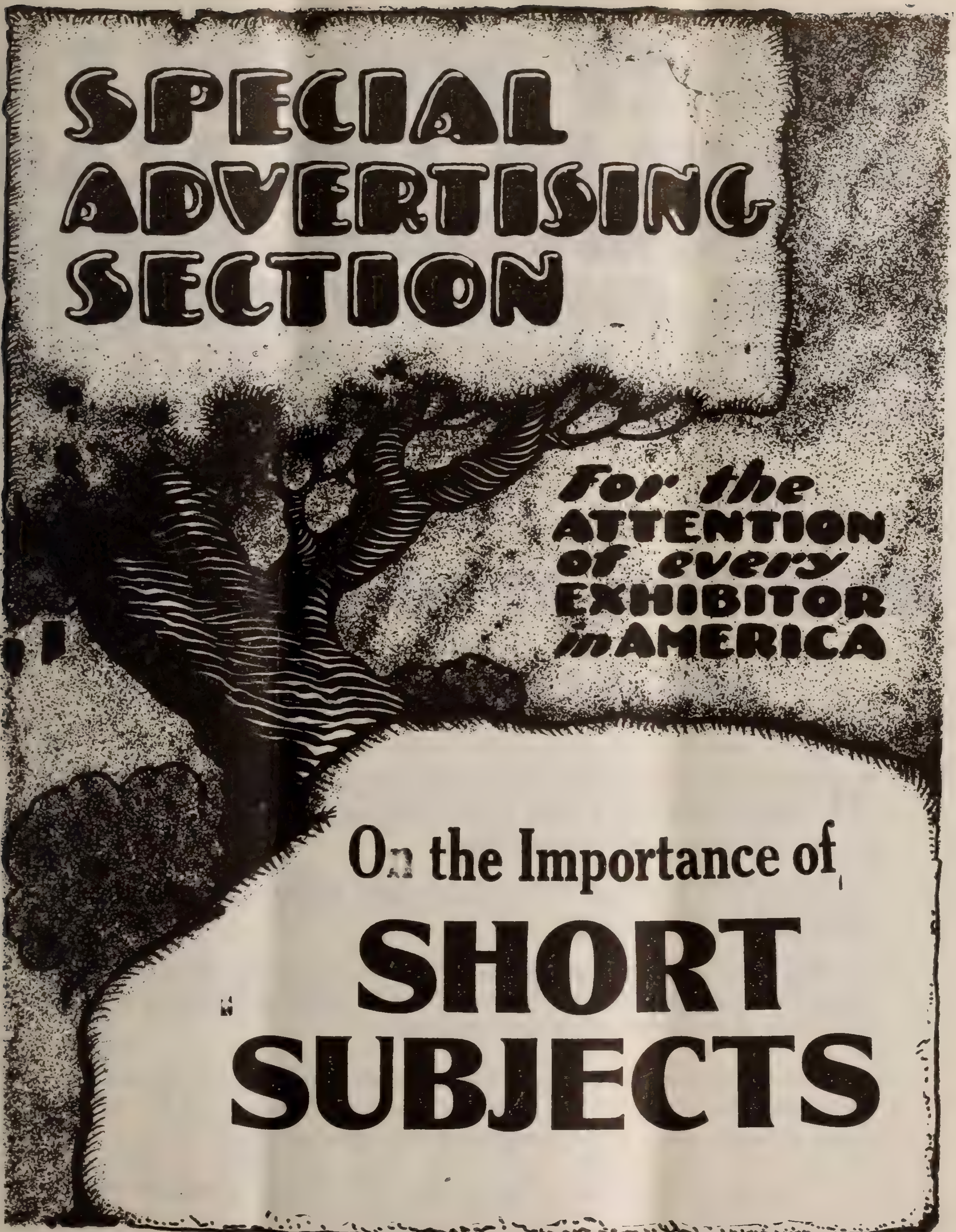
THE war isn't over yet. They are having a merry little war of their own over in New York right now. Only this is a labor war and, strange as it may seem, it is between two printers' unions.

We wouldn't dare say who we thought was to blame (even if we knew) for fear the compositors wouldn't set it up, the feeders feed it, the pressmen print it, the binders fold it, or the lady gumchewers union lick the stamps on the wrappers. And there are three or four other unions which might object. In fact, the only thing we are permitted to do in this business anyway is pay the bills and wait for the edition.

And, still being willing to pay the bills, we (the publishers) are the victims.

We don't know whether this number of the Weekly will reach our subscribers or not. We don't know whether there will be a big strike, a little strike or any strike at all. But to forestall any action of the men on October 1st, we are running off this small war-time Weekly to carry the Universal News to you. Furthermore we will get out a Weekly next week, even if we have to do it on the Multigraph or print it in some foreign country like Hoboken.

The Universal Messenger shall not be stopped.



SPECIAL ADVERTISING SECTION

For the **ATTENTION** *of every* **EXHIBITOR** *in* **AMERICA**

On the Importance of

SHORT SUBJECTS

SHORT SUBJECTS AGAIN IN THE LEAD WITH UNIVERSAL FIRST IN THE FIELD WITH THE GREATEST SHORT SUBJECTS THE FILM INDUSTRY HAS EVER KNOWN—

WHAT DOES IT MEAN TO YOU ?

MEANS THIS—

MEANS that the day of short subjects has come back and that the biggest and best houses in the country are balancing their programs with Universal's short stuff.

Means that short subjects are now more popular than at any previous time in film history.

Means too that when the costly feature offering of the evening "flops" badly, you can bank on Universal's short subjects to pull the show out of the whole and save the day.

Our records can show you letters from some of the biggest theatres throughout the whole country boosting the repertoire of fine short subjects now being marketed by the Universal.

Not alone our complete single one- and two-reel regular weekly subjects like our Western Pictures, but ALL short subjects of all kind,

(Continued on next page.)

including our comedies, serials, special subjects, Screen Magazine. Scores of leading exhibitors have taken the time and trouble to write us, telling us that—

A complete Evening's Entertainment can be arranged with these Short Subjects alone every week---

Think what that means. A WHOLE EVENING'S ENTERTAINMENT of the highest type, allowing a variety of subjects that is bound to please any and every conceivable type of audience. That's what YOU can arrange any week and every week, choosing your pictures from our regular weekly releases and specials.

This SPECIAL SECTION shows in display advertising just what short subjects we are now producing and descriptions of same. Make it your business to consult with your Universal Exchange Manager for a complete review of ALL the superfine short subjects we are now releasing every week, and get a brand new angle on how to make money every week without paying exhorbitant prices for mediocre features.

UNIVERSAL

For Little People and Big People

Thrills! Thrills!! Thrills!!!

MAJOR ALLEN'S WILD ANIMAL HUNT PICTURES

SIX OF THESE PICTURES

THREE ALL READY

THREE TO COME

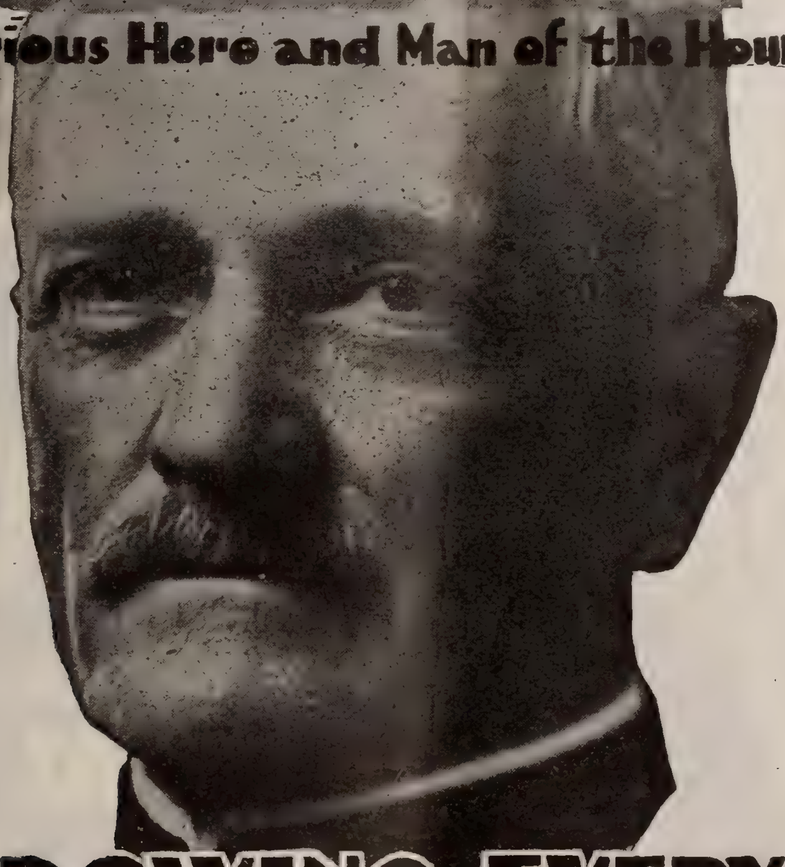
THREE tremendous thrill pictures—MAJOR ALLEN'S WILD ANIMAL HUNT PICTURES—that have set the whole country talking. You can see and KNOW just how big these three SPECIALS are by seeing them at any Universal exchange. THREE MORE COMING—now in process of production. As big and bigger than the first three that have made film history in exhibitors' box offices. BE SURE TO SEE THE FIRST THREE . . . You'll book them and the three new ones. THEY'RE WONDERFUL.

UNIVERSAL

PERSHING

our grand and glorious Here and Man of the Hour

"The WEAPON of DESTINY"



OVERSHADOWING EVERYTHING ELSE IN PICTURES FOR THE PRESENT MOMENT

HERE'S a wonderful special that will thrill audiences for months and months and months. America loves him. America is clamoring to see him. That's your chance to pack your house.

SPECIAL ad props and special posters that will enable you to handle this in a very special way, allowing a ballyhoo and showmanship that is bound to make a clean up for you even at advanced prices if you feel so inclined; 1 reel (1250 ft.)

WIRE FOR THIS SPECIAL NOW

Two Reels Every Week For Eighteen Weeks

WHAT more can any living exhibitor ask for than for a producing Company to furnish such a serial star as James J. Corbett, known to millions of people, in a story packed with hair-raising thrills entwined with a beautiful love story? What serial do YOU know of that brings you such a Box Office winner as Corbett?

YOU can book him in—"THE MIDNIGHT MAN" serial for an 18 week's showing—2 reels per week. If you can show us any easier way to tie up your patrons for 18 weeks, and keep 18 weeks of admissions coming than with this Corbett serial—GO AHEAD AND SHOW US; we're from Missouri. In the meantime, go YOURSELF and see the first episodes.

Walcamp the Wonderful

in

No 1 of the SPUR AND SADDLE SERIES

of Whirlwind Two Reelers:

"TEMPEST CODY HITS THE TRAIL"

-9- -9-

UNIVERSAL WALCAMP SPECIALS

WE defy any moving picture producing Company in the business to equal these amazing 2-reel SPECIALS —THE FAMOUS SPUR AND SADDLE SERIES —featuring that Box Office Star extraordinary— Marie Walcamp. No two - reelers ever made surpass this series of nine specials. As big as any 5-reeler feature on the market, yet but 2000 feet in length. YOU'VE SIMPLY GOT TO SEE THEM.

YOU CAN BOOK

One Every week for 9 weeks

and give your people some brand new thrills and whirlwind stories that crack like a whip. Nine super specials—two reels each—for nine weeks.

Are you showing

EDDIE POLO

In the Series of Ten famous CYCLONE SMITH STORIES?

10

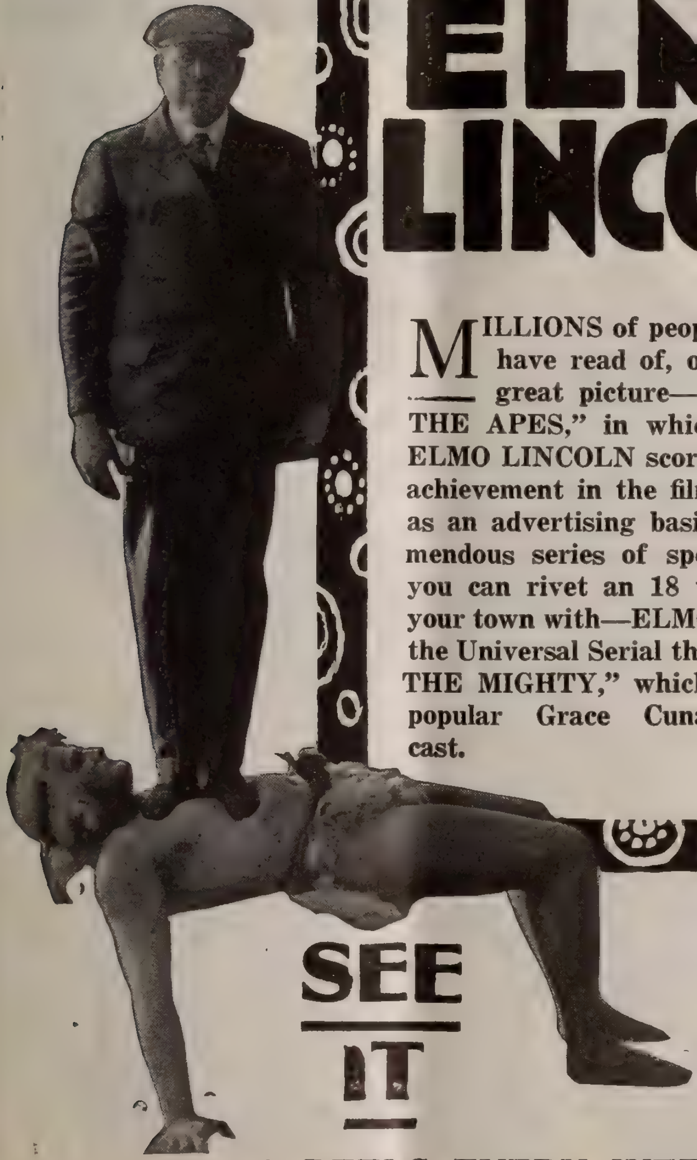
If you are a real showman and want to set your stage for a genuine cleanup, book these 10 famous CYCLONE SMITH STORIES, featuring the great POLO. Then when POLO returns from Europe with his extraordinary new serial (made on two Continents) your publicity on POLO and POLO'S popularity with your town will make your theatre a "capacity class" house. ASK YOUR EXCHANGE MANAGER TO PROJECT A FEW OF THESE CYCLONE SMITH STORIES for you. Ten releases—each of two reels—each a complete story.

10

Tremendous Drawing Power of the celebrated Star of "TARZAN OF THE APES"

The Mighty ELMO LINCOLN

MILLIONS of people know about, have read of, or heard of the great picture—"TARZAN OF THE APES," in which the mighty ELMO LINCOLN scored his greatest achievement in the films. With that as an advertising basis and our tremendous series of special ad props you can rivet an 18 week tie-up in your town with—ELMO LINCOLN in the Universal Serial thriller—"ELMO THE MIGHTY," which includes the popular Grace Cunard and big cast.



SEE IT

SEE IT

2 REELS EVERY WEEK FOR 18 WEEKS

SENSATIONAL BOX OFFICE WINNER

---

2 REELS EVERY WEEK FOR 18 WEEKS

J. P. McGowan, serial director, pronounces Marie Walcamp in—"THE RED GLOVE" his finest and most artistic serial accomplishment. Talk is not enough on this one. To appreciate the entirely unusual treatment of plot, settings, action and thrills you've got to see some of the episodes of—"THE RED GLOVE." It's money in your till to book it and give it more advertising than any feature, for this one brings 18 weeks of profits steadily every week.

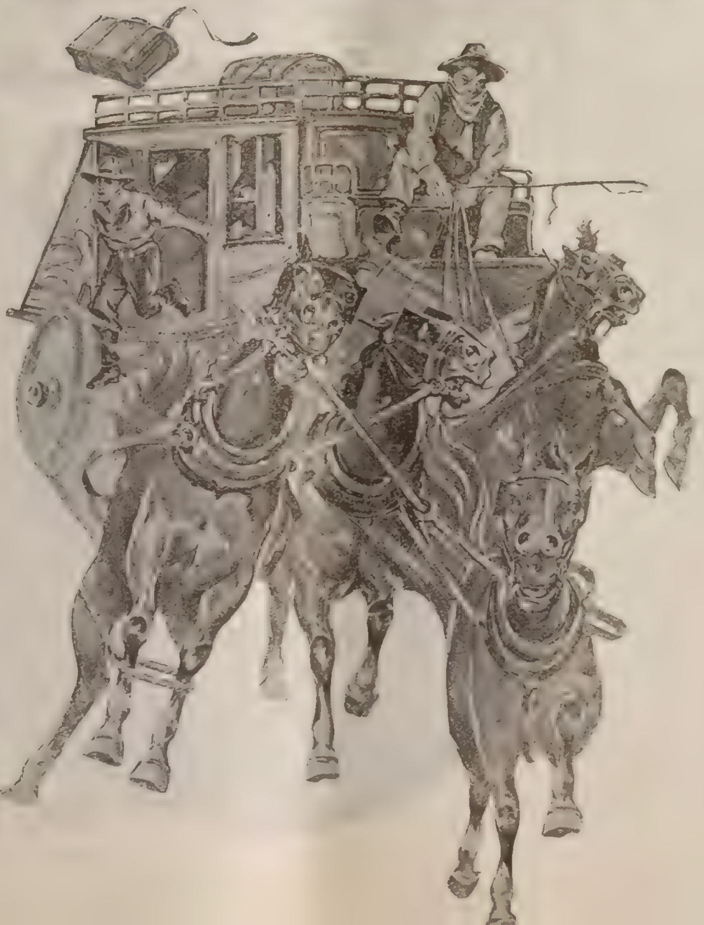
MARIE WALCAMP

in the Serial Stupendous

"The RED GLOVE"

REGULARLY Every Week

Our Sensational TWO-REEL Western Pictures



THE trade knows that Universal not only leads the field in two-reel Western pictures by miles, but the Universal is the only concern that brings out a new two-reel Western regularly every week with big stories in 2,000 ft. length films.

Every week, as regular as clock work, you can get a whirlwind two-reel Western picture that is getting as much applause nowadays as the big feature. See every two-reeler announced for release and grab a contract for yourself for all of them as fast as they come out.

UNIVE

PRESENTS

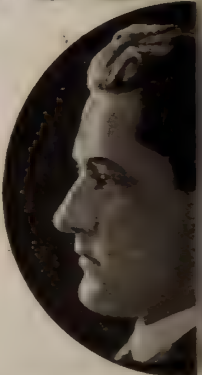
THE RADIUM

Saturated with new ideas and punches

CLEO MADISON-

AND "BOB"

"THE GREAT RADIUM MYSTERY" is Universal's latest serial and it posseses "some kick." If ever a serial was made to order to get crowds and hold 'em for 18 solid weeks—this is the baby. Millions are mystified by Radium. Not one in a million knows what it is—what it does—what it consists of—where it is gotten, or how tremendously valuable it is. "THE GREAT RADIUM MYSTERY" discloses it all in a love story and action you've seldom seen on the screen.



Produced by the
PACIFIC PRODUCING CO.
6100 SUNSET BOULEVARD LOS ANGELES CAL.

RSAL

GREAT MYSTERY

layed by an **ALL STAR** cast including

EILEEN SEDGWICK

REEVES

TWO reels per week for 18 straight weeks, and special advertising for your newspapers plus spectacular publicity that spells SUCCESS in giant letters for any and every house that books it. Remember—TWO big popular stars—CLEO MADISON and EILEEN SEDGWICK—with Bob Reeves and big cast. See the advance episodes at your nearest U exchange and you'll get a line on what we think is a genuine whale of a serial.

Released by

NIVERSAL FOR UNITED STATES & CANADA

RU SIXTY SIX EXCHANGES

LYONS-MORAN

STAR COMEDIES

THE CLASS OF THE COMEDY FIELD OF THE WHOLE WORLD —REFINED, ARTISTIC AND ALL NEW IDEAS.

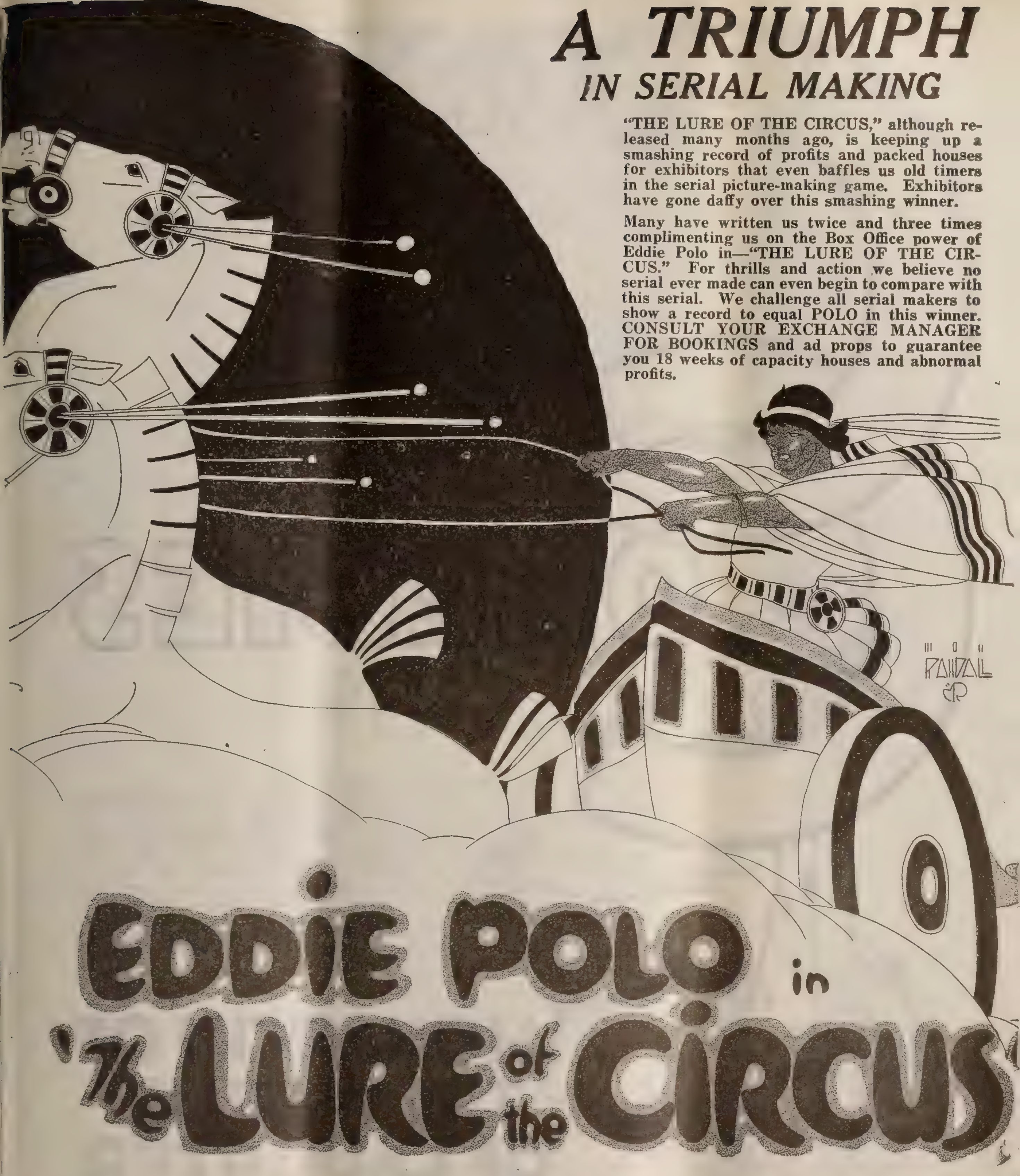
Fine comedies are as rare to get as hundred carat pearls. You read about all the class comedies, but that's as far as you go—just reading about them —except in the LYONS-MORAN STAR COMEDIES, where we show you the goods BEFORE you book and nobody utters a word to you asking you to book. You see 'em and you book 'em or leave as you wish, but carry this home with you—90 per cent. of exhibitors who have seen them—HAVE BOOKED THEM. One-reel every other week.

A TRIUMPH

IN SERIAL MAKING

"THE LURE OF THE CIRCUS," although released many months ago, is keeping up a smashing record of profits and packed houses for exhibitors that even baffles us old timers in the serial picture-making game. Exhibitors have gone daffy over this smashing winner.

Many have written us twice and three times complimenting us on the Box Office power of Eddie Polo in—"THE LURE OF THE CIRCUS." For thrills and action we believe no serial ever made can even begin to compare with this serial. We challenge all serial makers to show a record to equal POLO in this winner. CONSULT YOUR EXCHANGE MANAGER FOR BOOKINGS and ad props to guarantee you 18 weeks of capacity houses and abnormal profits.


EDDIE POLO in
'The LURE of the CIRCUS'

CENTURY COMEDIES

YOU needn't read a word of description on CENTURY COMEDIES. The mere name guarantees you BIG stuff in the comedy field. CENTURY COMEDIES are released one every other week, though you can alternate with Rainbow Comedies and get one new one every week and create a steady clientele that comes to be amused regularly. Plenty new ones on hand to book right now with brand new ones coming out every other week. All two-reelers.

MONARCHS OF THE WORLD OF LAUGHTER

RAINBOW COMEDIES

Build Patronage

BUILD PATRONAGE! That's the slogan of picture theatres of today in every house, transient theatres and all. It's the day in and day out patron that builds for permanence. That's where RAINBOW COMEDIES come in. Released ONE every other week, you can give your people a variety of laughing fests that means steady business. Pretty girls, homely comedians, fast action and riots of fun in RAINBOWS. See them as fast as they are released.

2 Reels
Every
Other
Week

2 Reels
Every
Other
Week

Consistent Drawing Cards 1 Every 2 weeks

You can dominat

The Bi

Do You Fully Understand What

it means to your house to possess the reputation of always being FIRST with all the latest news in pictures? Don't you realize that mercantile concerns spend millions to achieve such a reputation as YOU can acquire for your house simply by "bring first". in showing THE BIG THREE—International News—Universal Current Events —and—Hearst News, regularly every week?

Do You Know that the International

is disregarding all costs to bring to your house the latest news happenings of all the world with a constant succession of exclusive news "scoops" and "beats"? If you don't know it, it's high time you understood the facts and selected your news weeklies accordingly. You get ALL the world's news three times a week, bringing you pictures that no single weekly release under the sun could possibly bring you, because with THE BIG THREE you get 3 reels of pictures as compared to others' one reel.

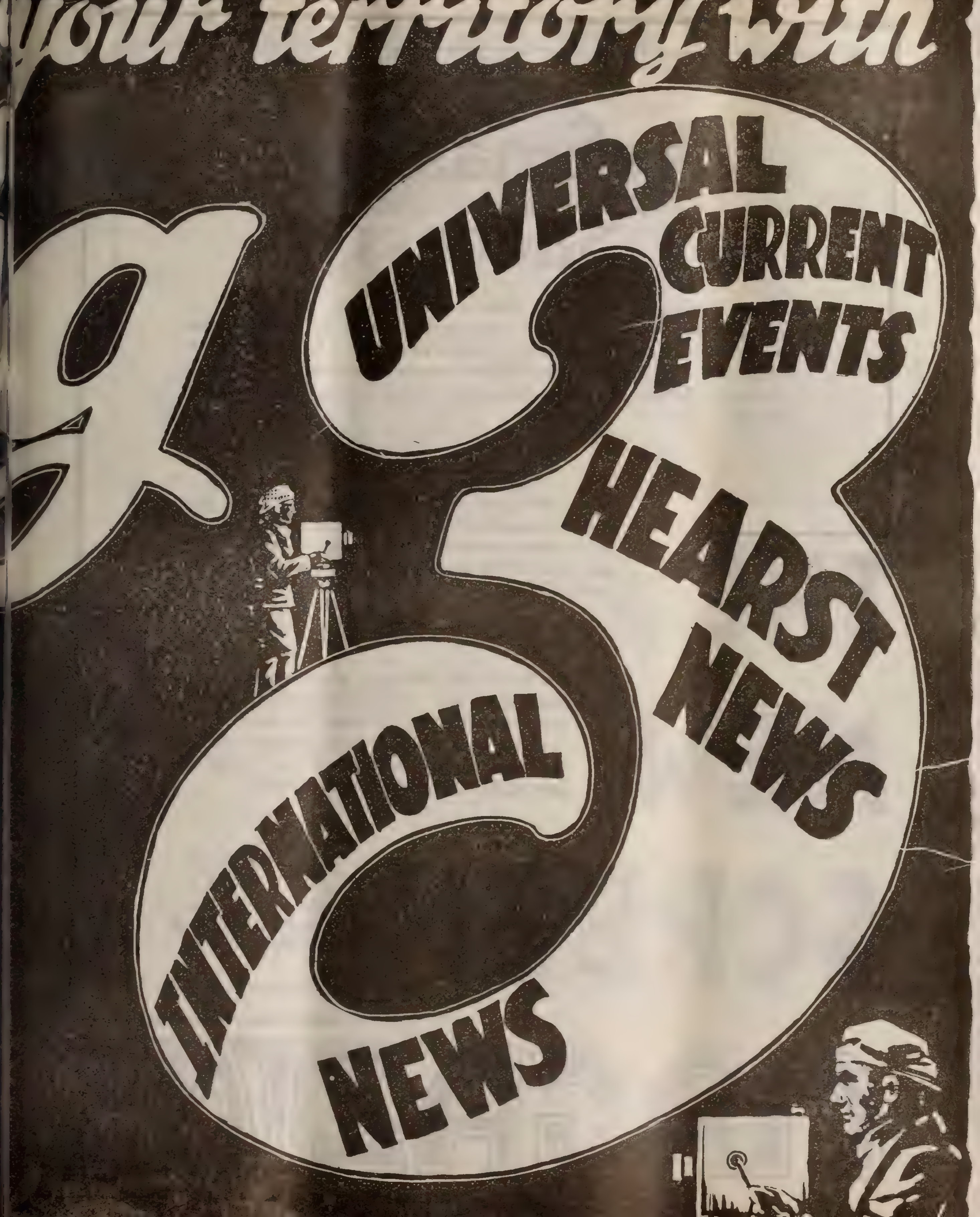
THE BIG ADDED PICTURE WITHOUT EXTRA COST

And Do You Also Appreciate the Box

office power of the extra added feature of T. A. Dorgan (TAD) and his famous cat and little Acrobat Aleck? Do you know that millions of people wait and watch for the laughs this feature brings every week. This feature you get every week in Hearst News without extra cost. Thus we repeat again—if you want to dominate your territory and be "first" book and show THE BIG THREE every week and tell your patrons about it in your newspaper ads.

PRODUCED BY INTERNATIONAL—RELEASED BY UNIVERSAL

your territory with



A Smashing Success

When the largest and finest Theatres in the largest cities come to you and request bookings on your product, it's a thousand to one that your release is RIGHT. That's precisely what's going on right now. Hundreds of the finest houses are taking on the new Universal Screen Magazine, knowing there's nothing like it on the market.

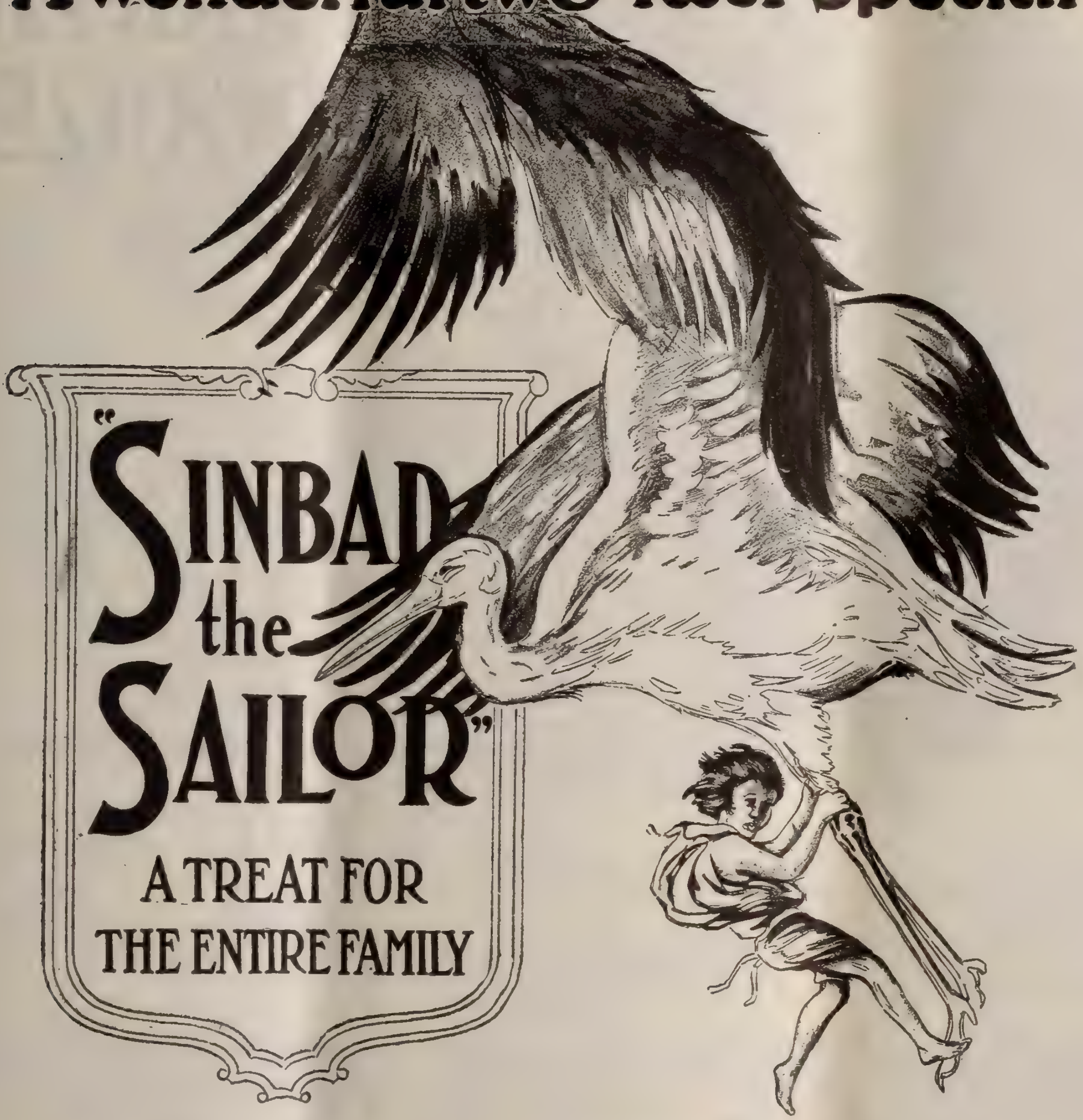
Don't take our word for it, but go see the past few releases for yourself and then judge. An entire new series of amazing novelties that can set your town on fire with unique advertising possibilities.

All the latest things in slow motion photography, art, science, industry, inventions, novelties of all sorts, the new cubist movies, trick photography, stunts—amusing and highly entertaining as well as splendidly instructive to everybody.

ONE REEL EVERY WEEK. Get your contract placed NOW!!!

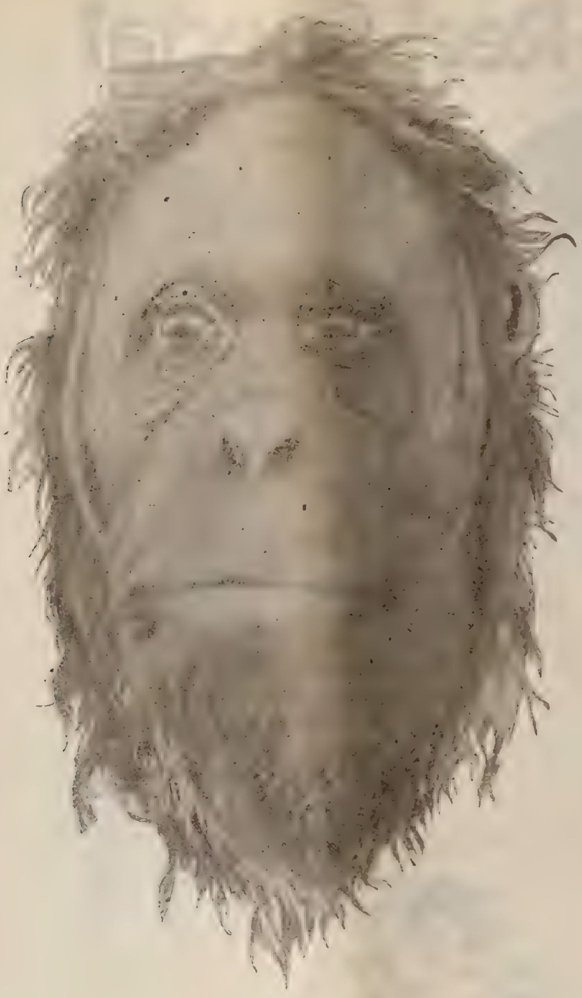
THE NEW SCREEN MAGAZINE

A wonderful two-Reel Special


"SINBAD the SAILOR"
A TREAT FOR THE ENTIRE FAMILY

You'r wanted something NEW -- Here it is.

For a distinct novelty that you can advertise in a special here's your winner for you—"SINBAD THE SAILOR" in 2 superfine reels, produced on the lavish scale of a super-production. For special matinees, this eclipses them all. You can play it every day for a week and the kids will jam your house bigger each day. See it at any Universal Exchange.



JOE MARTIN SOLILOQUIZES

Look me in the eye.

Now in the nose. Now in the puss.

Tell me, honestly, do you know of a single stage or screen actor, whether he draws a thousand or a million a year, who has a map half as funny as mine?

Yourdamright you don't!

Well, then, inhale this:

I admit that I am the biggest novelty in the film business. I admit that my first two pictures, "Monkey Stuff" and "The Jazz Monkey," are the two biggest riots that ever hit the screen. What's more, I've finally got the boss of the Universal to admit it.

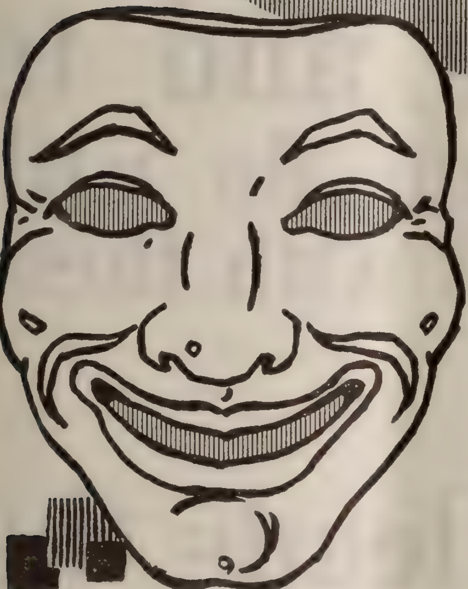
The result is that he has promised me to soak you a higher price for my pictures than you pay for anything else.

Boys and gells, it's a crazy business, this! Anything that's novel cops the money. Years ago it was the educated flea. Then the talking horse. Then the Mexican jumping bean. Then the musical burro. Then the big fillum stars. And now it's me—Joe Martin!

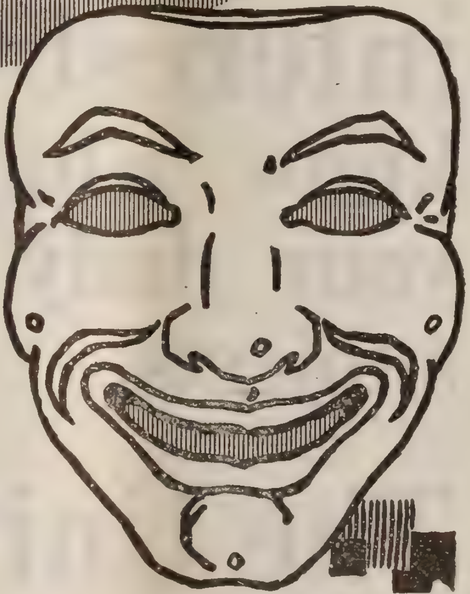
Remembah! Get ready to pay the dingbustedness, golderndest, dam-highest prices on record, or you won't get me to make your patrons shimmy right outa their clothes with gay and girlish laughter!

YOU CAN GET ALL THE "JOE MARTIN" PICTURES AT YOUR NEAREST UNIVERSAL EXCHANGES. NOTHING LIKE THEM EVER FILMED.

Okeh Comedies



To augment
your comedy
attractions, get
these OKEH
comedies and
fill any gaps
in your week's
program.



PLENTY TO CHOOSE FROM AND YOU CAN SEE THEM AND PICK THEM AT ANY UNIVERSAL EX.

The Manager of your Exchange will arrange an exhibition of all these short subjects for you.

It's to your vital interest to see and to know what you can do with your daily program with these subjects.

The Universal leads the world on short feature subjects. You can dominate all competition by using these wonderful short pictures.

SYNOPSES OF HEARST NEWS NO. 39, "DYNAMITE," INTERNATIONAL NEWS NO. 39, AND SCREEN MAGAZINE NO. 34.

Hearst News,

No. 39.

Dirigible of New Type Bought from Italy Tested by Navy.—Cape May, N. J.

Sub-Titles.—The novel kite rudder of the Navy dirigible C-1. Cape May, N. J., as seen from the war. The navigator at work.

Football Days. — Brisk tackling practice opens the gridiron season at Harvard.—*Cambridge, Mass.*

Sub-Titles.—Coach Fisher—in full charge of the Crimson destinies. Harry Casey, back field star, and the only old player left. Wales and Selton, regular quarter-backs.

Something New on Fifth Avenue.—Miss Fannie Harley, noted traveller, wears trous-er-er-bifurcated skirts and stops traffic.—*New York City.*

Sub-Titles.—Ideal for bus climbing. The free and the fettered. Nothing embarrassing about this.

First Independence Day of a New Republic.—Prague, Czecho-Slovakia.

Sub-Title.—Enthusiastic thousands hail the opening of the first free parliament.

The Home Run King.—47,000 Boston fans honor Pitcher Babe Ruth, champion circuit hitter. — *Boston, Mass.*

A High Flying Calf.—Jim Jeffries, ex-pugilist and gentleman farmer, ships his product by the air route.—*Los Angeles, Cal.*

Daredevil Speed King Breaks World Record in Auto Classic.—Sheepshead Bay, N. Y.

France Honors Heroic Dead of the Mighty Battle of Verdun.—Verdun, *France.*

"Indoor Sports" Cartoon by "Tad."

"Dynamite"

Two-Reel Western Drama

CAST

Ellen	**Magda Lane**
Sheriff	**Arthur Millett**
Tom Clyde	**Pete Morrison**
"Dandy" Thorne	**Duke R. Lee**

ELLEN, daughter of Sheriff Nelson, has two suitors. Thorne is a good-looking lady-killer, but the source of his money is a mystery. Ellen's father tells Tom Clyde that if he can discover who has been robbing the stage and bring him to justice, he will appoint him deputy and give him Ellen.

Tom tells Ellen of his agreement, and gets the Sheriff to send the stage through the next day without an escort.

Thorne insults Ellen, for which Tom thrashes him, and Thorne, in a spirit of revenge, decides to rob the stage and carry off Ellen. Ellen receives a note, supposedly from Tom, telling her to join him at Lone Rock immediately. Accidentally going over the hill, she sees Thorne and his men stop the stage and carry off a box. She swoops down upon them and makes off with the box.

Ellen calls her father up, upon reaching home, and telling him that she is going to see what is in it, hangs up. The Sheriff tells Tom, who says, "Good God! The box was a trap to catch the bandits. It's loaded with dynamite. He tries to get Ellen on the phone, but Thorne and his gang have shot the telephone wire in two.

While Tom and the Sheriff are riding on their way to Ellen, Thorne and his gang cover her.

Thorne tells his men to take the box outside and to open it. As Ellen is struggling with Thorne, an explosion is heard. Tom and the Sheriff, hearing a scream, rush in to find Ellen in Thorne's arm.

Thorne is turned over to justice, and the Sheriff is rather uncertain as to whom the reward should go.

International News,

No. 39.

International Presents a Zeppelin Ride Over Germany.

Sub-Titles.—Above Pottsdam — on the second lap of 600-mile flight to Berlin with Captain Ariel Varges, International cameraman. A glimpse of the former Kaiser's palace. The navigator steers a straight course for Berlin. The majestic cathedral at Ulm. The Berlin palace of the ex-Kaiser. Looking down Unter den Linden. Into the monster hangar, planned as a base for flights to America.

Harvard Gets Big Guns for Military Training.—Cambridge, Mass.

Sub-Title.—Examining the 75 mm. guns.

Race for Lipton Cup.—Yacht "Trilby" wins Pacific Coast meet.—*San Diego, Cal.*

Sub-Title.—The judges watch the race from a seaplane furnished by the Naval Training Station at North Island.

Welcome, King Albert!—The heroic Belgium monarch as he appeared shortly before his departure for America. Queen Elizabeth shooting a "snap" of the royal party.

Great Sea Wall Saves Galveston, Menaced by Tidal Wave.—Galveston, Tex.

Sub-Titles.—The two-million-dollar wall, built after the disastrous flood of 1900, stands the test. But while disaster is averted, many of the streets are turned into raging streams.

Mexico Celebrates Its Independence Day.—Critical border situation gives gala event particular significance.—*Juarez, Mexico.*

Sub-Titles.—A thought for Uncle Sam—Japanese take a leading part in the festivities. Pledging allegiance to their "government."

San Francisco Crowd Hail Wilson on Tour for League Treaty.—San Francisco, Cal.

Sub-Titles. — Crowds besiege the Presidential special train to shake hands with chief executive. Cheering thousands line the streets. President Wilson, Mrs. Wilson and Mayor Rolph of San Francisco.

Jesting with Death Over Niagara Falls.

Sub-Titles.—A self-starting Curtiss Oriole heads for the rapids. And the International man's camera registers the glory below. With feathery clouds for companions. While from a safe vantage point two maids view the ever wondrous scenes. The intrepid flyer tempts fate over the swirling chasm.

Screen Magazine,

No. 34.

PERFECT petrifications of sea animals thirty million years old have been found in the Canadian Rockies of British Columbia. These mountains were once under the ocean and in the folds of their limestone and sandstone strata the fossils are found. Did you know that the best way to acquire pretty lips is to smile? Lillian Russell gives expert advice on how to cultivate the lips. This week's big cartoon shows the female wasp going on her annual spree. Our own exclusive chemist explains how carbon dioxide gas will extinguish fire, while milady's fashion future is shown in the magic crystal. Some clever tricks in the art of self-defense and a futurist movie of Admiral Sims complete this most interesting and instructive issue.

SYNOPSES OF "THE GREAT RADIUM MYSTERY," "LIONS AND TIN-HORN SPORTS," AND CURRENT EVENTS" NO. 39.

"The Great Radium Mystery"

Featuring Cleo Madison, Eileen Sedgwick and Bob Reeves.

Story by Frederick Bennett.

Directed by Bob Hill.

CAST

Ivis Pemberton (The Countess Nada)	**Cleo Madison**
Eileen Marston	**Eileen Sedgwick**
Frank Bird	**Edwin J. Brady**
Jack Turner	**Rob Reeves**
The Buzzard	**Bob Kortman**
John Marston	**Jeff Osborne**
The Hawk	**Robert Gray**
The Rat	**Gordon MacGregor**
Sidney Marston	

Episode One.

"The Mystic Stone"

THE diplomatic officials of a foreign power intrust an important mission to the Countess Nada, but in America she is held up in a taxi and her passports, papers, clothes and a great gold cross are taken from her. She is left unconscious and another woman assumes her name and place, and arrives in northern Montana. She registers at Bird's Nest Tavern. The proprietor is Frank Bird, a foreign nobleman and an agent of the power which sent the Countess Nada to America.

In a nearby city at about the same time, Jack Turner, a detective with scientific training, has received an important mission from the United States Secret Service. He leaves for Paradise Camp, where Bird's Nest Tavern is located, in the disguise of a forest ranger. The hills about the camp constitute the great Marston Estate, reputed by some to be worth many millions, as it is rumored to contain priceless deposits of radium. By others it is supposed to be worthless. It has been left by old man Marston to his two children, Eileen and Sidney. Their uncle, John Marston, was the trustee. Neither Eileen or Sidney knew whether they were extremely wealthy or very poor. They did realize, however, that their property was under a strange superstitious influence. On one of the rugged hills was a mystic stone which was accustomed to shake violently and with a noise which could be heard for miles.

Turner and the pretended Countess arrived at Paradise Camp at about the same time, to find the inhabitants frantic with fear. The mystic stone was rocking on its base, and to them that was a certain sign of death to some of their number. In front of the stone lay a dark bottomless pit for which the stone, if it fell that far, would form a perfect cover. The Countess made herself known by means of her credentials to Bird, who seemed satisfied of her genuineness, and permitted her to live at the tavern.

On the same day the annual meeting of the stockholders of the Marston estate took place in the tavern. Eileen and Sidney were urged by Uncle John and Bird to sell, as they had a splendid offer from a mysterious person that Bird knew. But Sidney wanted to investigate the stone and the pit and see what was at the bottom of it before he sold his inheritance. With the protests of all ringing in his ears, he mounted his horse and dashed up to the top of the hill. Eileen started out, too, but her horse was frightened by two ruffians, called the Buzzard and the Hawk, and she was rescued by Turner. They were mutually attracted to each other.

The ruffians then turned their attention to Sidney, who had reached the rock and was examining it attentively. At length he found the cables that moved the stone, but at the same time he was seen by the guardian of the rock, and in spite of the efforts of Turner and the countess to save him, he was shot off the precipice into the pit by Bird.

In the attempt to save her brother, Eileen herself was dragged into the stone, which had a secret entrance, and there she met her father, whom she supposed to be dead. He was a prisoner, but managed to give his daughter the half of the deed to the property and a key. Then she was taken away by a mystery man clad in black who rode in a small military tank. As this tank came around a sharp curve in the road it was blown up by one of Bird's ruffians.

"Lions and Tin-Horn Sports"

Century Two-Reel Comedy.

(*Copyright*, 1919, *Century Comedy Company.*)

A DOCTOR, a "specialist in everything," and the undertaker's friend, is seeking patients by running around on the street with a huge sign under his arm with the legend: "Doctor" in large letters.

A millionaire's daughter is leaving home with her father to attend the fashionable domestic science school conducted by Prof. P. Soop. She is forced to leave her beau, a tiddleywinks champion, behind but drops a note out of the train window, which gives him much courage. He drives behind the train on the track all the way. The ingenue is given her assignment to a bed in the girls' dormitory and takes a fit on it at once. There is the chance for the doctor. He arrives and proceeds to look her over when several lions happen to escape from a wharf upon their arrival from Africa and they infest the dormitory.

A terrible scramble takes place and there is more excitement than ever when the lions begin to attack the girls. They roll the bed together and save themselves temporarily by making cages of the bed springs. The doctor finds refuge in an ice-box and the colored errand boy in a red-hot oven. The doctor is overcome by the heat and the colored boy catches a cold in the oven. A wild chase winds up with general happiness and the love-sick maiden marries the tiddleywinks champion.

Current Events,

No. 39.

Who's Who in the World Series.

Wilson Speaks to Vast Throngs from Glass Cage in Stadium.—San Diego, Cal.

New Use for Old Aeros.—Harry E. Harkins builds them into mile-a-minute boats.—*Little Ferry, New Jersey.*

Cardinal Mercier Visits "Middies" of Annapolis.—Annapolis, Md.

Looking for a Flat?—Here's the Tusque Pueblo apartment house, rent unchanged for two thousand years.—*Santa Fe, New Mexico.*

Giant Air Liner Lands at Capital.—With 16 passengers the Lawson machine arrives safely from New York.—*Washington, D. C.*

Strike of Thousands Brings Crisis in Steel Industry!

Sub-Titles.—One of the great plants at Pittsburg, Pa., affected by the walkout. Where molten steel runs like water. Samuel Gompers, president of the American Federation of the United States Steel Corporation.

The Fisherman's Paradise.—Spawning time finds Northwest streams alive with golden salmon.—*Kalama, Washington.*

Sub-Title.—You don't need a hook and line to catch 'em.

Trail of Destruction in Wake of Great Gulf Stream.—Corpus Christi, Texas.

Prince of Wales as a Baseball Fan.—Tremendous throngs struggle for peep at the British heir.—*Edmonton, Alberta.*

SYNOPSES OF "TEMPEST CODY PLAYS DETECTIVE," "TEMPEST CODY GETS HER MAN," "CHASING HER FUTURE" AND "REGULAR CUT-UPS."

MARIE WALCAMP in

"Tempest Cody Plays Detective"

Spur and Saddle Series No. 5.

Two Reels.

CAST

Tempest Cody	Marie Walcamp
Happy Jack Rutledge	Carl Miller
Chink Connors	Jack Walters
"Dreamy" Nell Holliday	Betty Srack

ON a cattle-buying expedition, Tempest Cody stops at Bordentown and goes into a saloon for a cool softdrink. The place is in a panic, and Tempest is warned not to move. Seeing the cause of the trouble, she takes the guns away from a bully and is thanked by the citizens, who think she is Nell Holliday, the "girl of Chink Conners," a local desperado and a leader of smugglers. Happy Jack Rutledge, Texas Ranger, is on their trail, and also mistakes Temepst for Nell. Tempest takes a room in the hotel and overhears Conners plotting to get rid of Nell, because she knows too much. Nell escapes, but Tempest is captured by Conners' men and taken in a trunk to the Haunted Hacienda.

Conners is dumbfounded when he discovers that Tempest is not Nell, but the men decide to put her out of the way anyhow. One of the dogs which the smugglers use arrives at this juncture and saves Tempest for the time being. She overcomes the lone guard in a thrilling knife duel and jump out of the window straight into the arms of Rutledge, who has been informed of the Hacienda by the disgruntled Nell. After a short and desperate battle the smugglers are taken and Rutledge offers Tempest a position on his force. Tempest smiles and tells him that if he is ever out of a job he can have one on her ranch.

"Tempest Cody Gets Her Man"

Spur and Saddle Series No. 6.

TEMPEST CODY, looking for an addition to her big ranch holdings, finds a wonderful little ranch in a valley and decides to own it. She offers the man she finds there, a desperado called the Rattler, who has taken possession, $1,000 in cash and the balance later. He agrees and leaves. Tempest is taking possession when the real owner, Jack Rutledge, returns. He decides to keep quiet and catch the crook. Later the Rattler and his men capture Jack and take him to the hills, while the Rattler gives Tempest the deed in return for the balance of $4,000. Then he decides to get her out of the way and takes her along, placing her, a prisoner, in a cabin next to the one that Jack is in. Jack has seen Tempest being carried in, and she knows he is next door. The Rattler and his wife agree to leave. Going into Jack's cabin, the Rattler is knocked down by Jack, who has got loose. He saves Tempest and cleans out the gang, explaining matters to Tempest, who offers to purchase half interest in the ranch. Jack tells her that some day he may ask her to accept a half interest for life.

"Chasing Her Future"

Century Two-Reel Comedy.

(*Copyright,* 1919, *Century Comedy Company.*)

PEEK and Boo were two detectives, hunting for trouble. They receive a telegram from the police department that notorious crooks are on their way to their city.

Edith is a big city detective, on the trail of the bull-shivik crook. She follows him to Spooktown, where Peek and Boo also reside. The crook enters a pawn shop, gives the high sign of his order, and proceeds to hatch a wild plot. Edith enters Peek and Boo's office, drills a hole through the wall and listens to the plot. Peek hides himself in the showcase in the pawn broker's store, and also learns of the plot. The crook discovers Peek and proceeds to wipe the floor up with him, when Boo comes to his partner's assistance. The crook takes the two partners, lays them one on top of each other, and throws them both out the door together.

Edith follows the crook to a hotel and secures a job at the hotel as a maid, so she can watch every movement. Looking through the keyhole, she sees his henchmen come out of the closet. She disguises herself and attempts to sneak in and steal their written plans. Peek and Boo are on the job, too, and when they see the "fellow" come out of Edith's room they tell the hotel manager, who comes up and bawls her out for having a man in her room. Peek and Boo then rush into the crook's room and try to steal the papers, but Edith sneaked in after them and gets away with the plans for bottling up the Eskimo canal.

An evening affair takes place and the "bullshevists" are present, too. Peek and Boo give a feature dance, Peek leading the orchestra and Boo dancing with a dummy. Edith is also there in male attire. She meets an old sweetheart, who recognizes her. He tells her he will capture the crooks and that she must put on her pretty skirts again. The crooks start to throw bombs and a chase for the crooks follows. Beek and Boo capture them, but not before Edith's sweetheart had taken the papers away from them. They are just about to finish with a sweet embrace, when Peek and Boo walk by with a wheelbarrow, The scene shifts to the director yelling his head off to get out of the pictude, and that they had spoiled the scene. He throws the camera at Peek and Boo and fires the whole bunch of hams.

"Regular Cut-Ups"

Star Comedy.

CAST

Husband	George Ovey
Wife	Fay Holderness
Maid	Delia Trombley

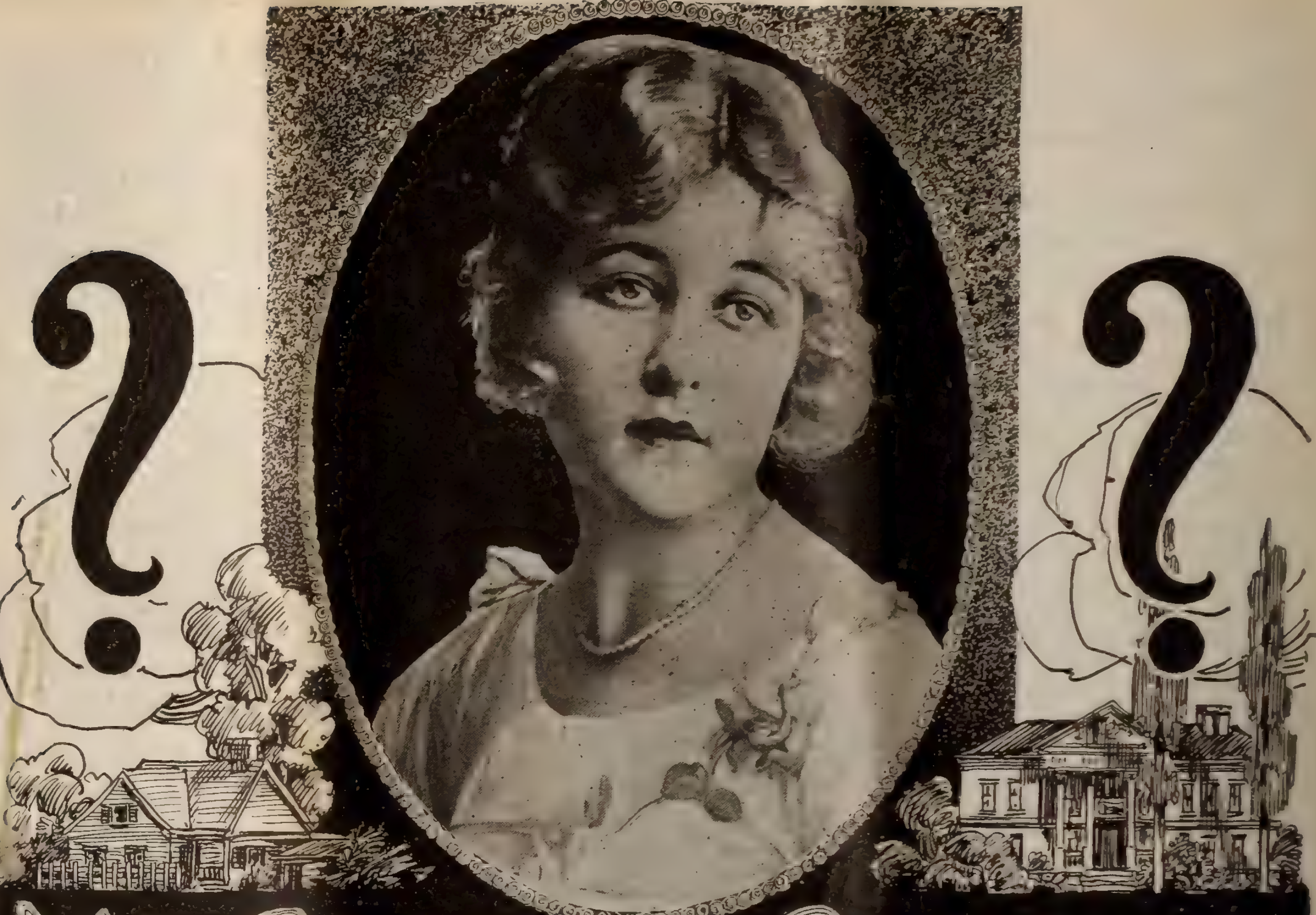
HENRY PECK is the victim of a wife who insists that he remain with her evenings. His club mates call on him at his office and insist that he join them that night in a little game. His wife receives an invitation to a little masquerade party, insisting that she come and bring her husband.

Henry arrives home with a bunch of flowers and a lot of alibis to get him out, but she tells him he will either go with her to the party or remain at home. He chooses the later. There is nothing left for the wife to do, so she does the same.

In his room he gets an idea to sneak out. She hits upon the same plan and they both sneak out—he going to the club and she to the party. He is very lucky at the game and wins. She has a great time, and at one o'clock both start for home.

Husband arrives first and while undressing hears wife walking stealthily around the room. He rushes into the bathroom, and proceeds to make all sorts of noises, and wifie is frightened to death.

He rushes from bathroom and tells her that he just had a battle with a desperate burglar. He sees the masquerade costume and starts an argument when she asks him where he got the money. He can't explain, so they both confess and promise to never cheat again.



MRS. CHARLIE CHAPLIN

(MILDRED HARRIS)

in LOIS WEBER'S Production

"HOME"

"THE PLAY FOR EVERY GIRL"

"HUMAN story has heart appeal and a moral," says the MOTION PICTURE NEWS—to which it adds—"The value of home is woven into the pattern with rare delicacy." Mildred Harris brings out the story values, excellently assisted by a well rounded cast."—To which we add—"HOME" is one of the very top notch Lois Weber Productions which, with the tremendous Box Office value of Mrs. Charlie Chaplin's name, guarantees you another Box Office record. SEE THIS BEAUTIFUL PRODUCTION.

UNIVERSAL-JEWEL

The MOVING PICTURE WEEKL

VOL 9 NO 9
Oct 18 1919

UNIVERSAL SPECIAL ATTRACTION

Marie Walcamp
IN THE FAMOUS
"Spur and Saddle" Stories

Unusual Stories

Unusual Direction

Unusual *Sets*

Unusual Punches

Unusual Pictures

The Universal wishes to rivet in the mind of every exhibitor who books and shows the Marie Walcamp—"SPUR & SADDLE SERIES" that as much painstaking care, time, and effort has been placed in these wonderful two reel subjects as in the costliest 5 & 6 reel features in proportion to their length.

Nothing finer in short subjects exists on the world's market. See them with that thought in mind. You'll book them all if you SEE THEM. Nine great stories in all.

NOW BOOKING THROUGH ALL UNIVERSAL EXCHANGES

"Borrowed Clothes"

A picture which has made money and reputation for every exhibitor who has played it. Its scenes run the gamut from poverty to wealth and every one is perfect drama.

"For Husbands only"

As tantalizing as a pretty girl's wink and one of the best-dressed pictures that Lois Weber ever made or dainty Mildred Harris won your heart in. Don't fail to show it.

"The Price of a good Time"

The picture that made a Star out of an unknown. An absorbing modern drama of Youth, Poverty, Luxury and the great temptation that almost every woman knows.

"When a Girl loves"

A new kind of Western—the Lois Weber kind. Remarkable for its wealth of beautiful and faithful detail and for the biggest, hardest fight you ever saw between two men.

SWEEPING

IN AN AVALA

AGAIN Universal-Jewel given the Exhibitors America the year's bigg money-maker!

Once more we offer you the tir liest picture—the greatest hea appeal picture.

Following right on the heels that tremendous triumph, "TH HEART OF HUMANITY comes the same sup star, DOROTH PHILLIPS, in a s more marvelous r in a great drama today's social strug created nd direct by the same master rector Allen Holub.

IF YOU MISS YOU MISS THE BI GEST CLEAN-U OF THE YEAR!

CARL LAEMMLE

DOROTHY PH

Produced under the direction of Allen Holubar

"THE RIGH

HE COUNTRY
HE OF SUCCESS

VERY critic in every big city where "THE RIGHT TO HAPPINESS" opened du- g the past month has given smighty drama his unqualified proval. And every audience s been moved as never before any emotional picture. Five wded weeks at the PARK IEATRE in New York City tify as to its unparalleled draw- power.

Depend upon it—"THE GHT TO HAPPINESS" is hotodrama that will pack any ise of any size anywhere in United States.

SEE "THE RIGHT TO APPINESS" without the loss a single day—see it NOW at ir nearest Universal-Jewel change.

OFFERS

ILLIPS The brilliant star of "The Heart of Humanit

TO HAPPINESS

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*

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VOL. 9 OCTOBER 18, 1919 NO. 9

HELLO

Well, we're here. Haven't missed y issues yet, and we won't as long as there is a chance to bring the niversal news to you by this medium. If we have to suspend ater we will give you wireless reports or something.

LUBIN THEATRE Cincinnati
Raymond Frankil Manager

HOUSE Manager Raymond Frankil, Lubin's Theatre, West Fifth Street, Cincinnati, one of the Queen City's youngest showmen, is a great believer in using his lobby for exploiting his pictures. Despite three other large houses within the same block he has been playing to capacity houses with UNIVERSAL JEWEL'S "Paid in Advance" last week. The picture shows how he drew the crowds with the lavish use of stage money hung from the roof of his lobby and tacked to his frames. This week he has them standing to UNIVERSAL'S "Heart of Humanity," and is using heart cut-outs to attract the crowds. He is a live wire. He is seen in foreground on right with Exploitation Manager E. P. Bradstreet, Jr., of Universal's Cincinnati branch.

The Adam of the Northwest

JOE BRADT, manager of the Echo Theatre, Portland, Ore., ranks in the history of the film business in the Northwest in the same relation as Adam holds to the history of the world.

"I was in it when it began," he can say.

It was a dozen or more years ago that Joe Bradt forsook the hotel business before which he had experimented on both ends of a street car and found it unprofitable and opened "The Rose City Theatre" at Sixth and Davis streets, Portland.

"Those were the snappy days," sighs he. "I wish I could get another house that would pay as big a return on the investments as that little old house returned.

"I had everything that went to make up an up-to-the-minute movie theatre in those days—one reel, gramophone and illustrated song, 20-minute show, no billboard advertising nor paper expense, take in tickets yourself until you have enough people inside for a mess, and then climb up and run 'er off.

"There were 130 seats in the house. I sold it for $4,500 cash after a short time and opened the Echo Theatre. I was in business in Salem a while and managed the Alaskan (now the Strand) in Seattle for nine months, after which I came back once more, and for the past six or seven years I have been devoting my time to the Echo."

Incidentally it might be said here that the Echo is one of the most attractive and best-paying suburban theatres in the Northwest, and Joe Bradt's managerial success has made his name one that carries weight in the organizations of film men throughout the territory. He has been one of the leading men in the exhibitor's organizations and in every association that has been formed for the betterment of the industry in the Northwest.

Bradt has been a Universal exhibitor since Universal began.

"I think I have used everything that you have released in the past six years," he says. "I took every Bluebird from 'Undine' down the line, as long as the brand was issued, and if there is a short reel subject of Universal that I haven't run, I don't remember it.

JOE BRADT
Echo Theatre Portland, Oregon

"The Universal serials—and it is in the suburban house that the serial is at its best nowadays—have been steady and sure-fire money-makers for me, and I do not believe there is another producing concern that has a better list of serials or a more popular group of serial stars than the big U."

Something New Again

The new Screen Magazine has just secured as an added feature an analysis of slow motion photography that beats anything that have yet been classed with movie novelties, so its editor tells us.

The slow motion stunt has interested tens of thousands of movie fans ever since it was introduced last spring, but this slow motion stuff in the New Screen Magazine makes the previous slow motion look like a speed violation.

Dorothy Phillips

America's
Greatest
Emotional
Actress
in

"DESTINY"

PLAYING to millions all over the world in that tremendous success, "The Heart of Humanity," the marvelous art of Dorothy Phillips has made her one of the best known and best loved figures of the screen today. Good showmanship says—show her now in "DESTINY"—a great drama of the mystery of Fate, which Dorothy Phillips makes supremely human.

UNIVERSAL-JEWEL

The HEART OF HUMANITY
THE GREAT HUMAN DRAMA OF TO-DAY
ALLEN HOLUBAR'S SUPER PRODUCTION
Starring DOROTHY PHILLIPS

One of hundreds and Still Coming in every day's mail - -

Royalton, Minn.

Universal Film Exchange.
Minneapolis, Minn.

Gentlemen:—

I just completed a two days run of "THE HEART OF HUMANITY" and wish to say that it went bigger than my expectations. Turned away overflow crowds on Saturday and sold every seat on Sunday. Could have done far greater with bigger capacity had I possessed it.

This picture will make money for any exhibitor if he will only exploit and advertise it properly. It is surely a great production and Dorothy Phillips is there with the goods.

Yours very truly

Charles R. Rhoda
Mgr. Palace Theatre

BY SPECIAL REQUEST

By SPECIAL request we are now bringing out three more of MAJOR ALLEN'S WILD ANIMAL HUNT PICTURES that have created a genuine sensation in hundreds of theatres all over the country. The first three we produced on the mere chance that exhibitors would appreciate them. They have gone a great deal farther than that, for scores of the biggest theatres in the country are featuring—

Major Allen's
THRILLING
WILD ANIMAL HUNT PICTURES

—in their newspaper advertising in far greater measure than their costly features. Before the most blase, most calloused most critical audience in all America, the Major Allen pictures brought roars of applause. THAT'S ALL YOU NEED TO KNOW ABOUT THEM but to be SURE, to arrange to have the first three projected, then you'll book those and the three new ones now being made.

All Universal Exchanges

PRISCILLA DEAN

"KISS OR KILL"

"The WICKED DARLING"

"The WILDCAT OF PARIS"

"The EXQUISITE THIEF"

"A SILK-LINED BURGLAR"

"PRETTY SMOOTH"

COMING SOON TO YOUR THEATRE

"The Beautiful Beggar"

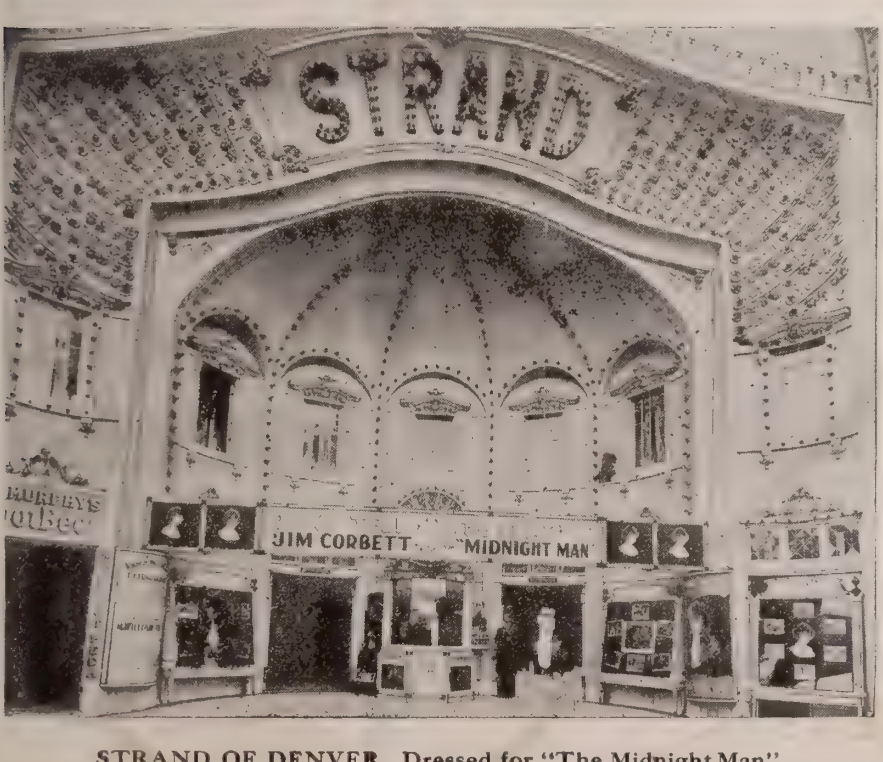
Serials to Get the Money Is Secret of the Strand Consistency

"THE Midnight Man," starring the young-old favorite, "Gentleman Jim," was given a very fitting send-off during the first run in Denver by J. C. McDonald, recently appointed manager of The Strand. Mr. McDonald, realizing the tremendous value of newspaper publicity, took advantage of it and followed every story that appeared in local periodicals with some original circular—either a card or letter. These circulars he passed out to the patrons of his theatre for one week. This was not enough. He wanted Corbett to go over. So out of a dirty print shop came another card—a large one very effectively describing just how good "The Midnight Man" was and what a pleaser it would be for cradle wobblers and grand-dads. These cards were sent through the mails to the different residential and business sections of the city.

That no space be wasted and that the most may be realized out of one expenditure, Mr. McDonald also advertised "The Trap," with Olive Tell, on the same card and program as he did "The Midnight Man." Corbett and Miss Tell filled The Strand to capacity. The first episode of this remarkable serial (the only serial playing on Curtis street in a first run house) has made a tremendous hit with Denver filmads. They find a laugh, a thrill and suspense. As Ima Fan remarked to the chief usher: "Thass a gran' fillum but whyenel don't they let the engineer stop that there train instead of chopin' a swell climatix."

The Strand enjoys the distinction of being the most consistently paying showhouse on the famous Curtis street "row." Not the largest, but the most consistent. Such a reputation is worthy of distinction in that Denver's movie row boasts of the finest and largest photoplay theatres anywhere in the west. And, until September 1st, a young lady was sitting in the managerial chair. Miss Irene Tuhey is the young lady who picks box office winners with consistency. And, Miss Tuhey has never overlooked Harry Carey, the star western character whom the Chicago *American* called "unostentatious."

In all his production Carey has been the most popular screen star depicting western characters. His work is called "dry humor," "silent wit," and "ultra dramatic." Such is quite descriptive of the latest and best Carey production, "The Ace of the Saddle," which packed the Strand to the S. R. O. sign during every night of its showing in Denver. When a Carey sign is hung out at the Strand the ushers put on everything but steel armor to keep from being crushed by the mob.



STRAND OF DENVER Dressed for "The Midnight Man"

**J. C. CULLINS, Manager of the
Rex, Perry, Ia.**

Simply Jammed

By Elmo Serial

PERRY, Ia. (Special)—Using
school children's ticket and g
ing away balloons on the op
ing date of the serial, "Elmo
Mighty," Manager J. C. Collins, of
Rex Theatre here, did a holiday busin
on the opening night.

Mr. Collins' letter, which he withh
until he found the increase in busin
to be permanent, tells a story of a se
"going over" without any unusual me
ods of exploitation used. Tickets
tributed to the school children, whis
and balloons given away, and the po
of keeping his lobby posted one week
advance of each episode with the regu
stock photographs were the only thi
needed to get the house like Mana
Collins described it, "Simply jammed.

But although the opening was
smash, the house policy was to m
sure before a word of praise for
picture was uttered. The commen
tion was made when it was found
the business done on the second epis
was practically the same as that done
the first—a rule that works very seld

WHAT THEY'RE WORTH

When Mr. Laemmle came ba
from the Coast, he visited the
change and the talk drifted to "T
Big 12."

"I tell you," he said, "the m
that has 'The Brute Breaker' in t
series is a lucky man. He's rea
getting twelve pictures for the pr
he ought to pay for this one pictu
alone.

"I'm as proud as 'The Br
Breaker' as I am of any picture
ever made."

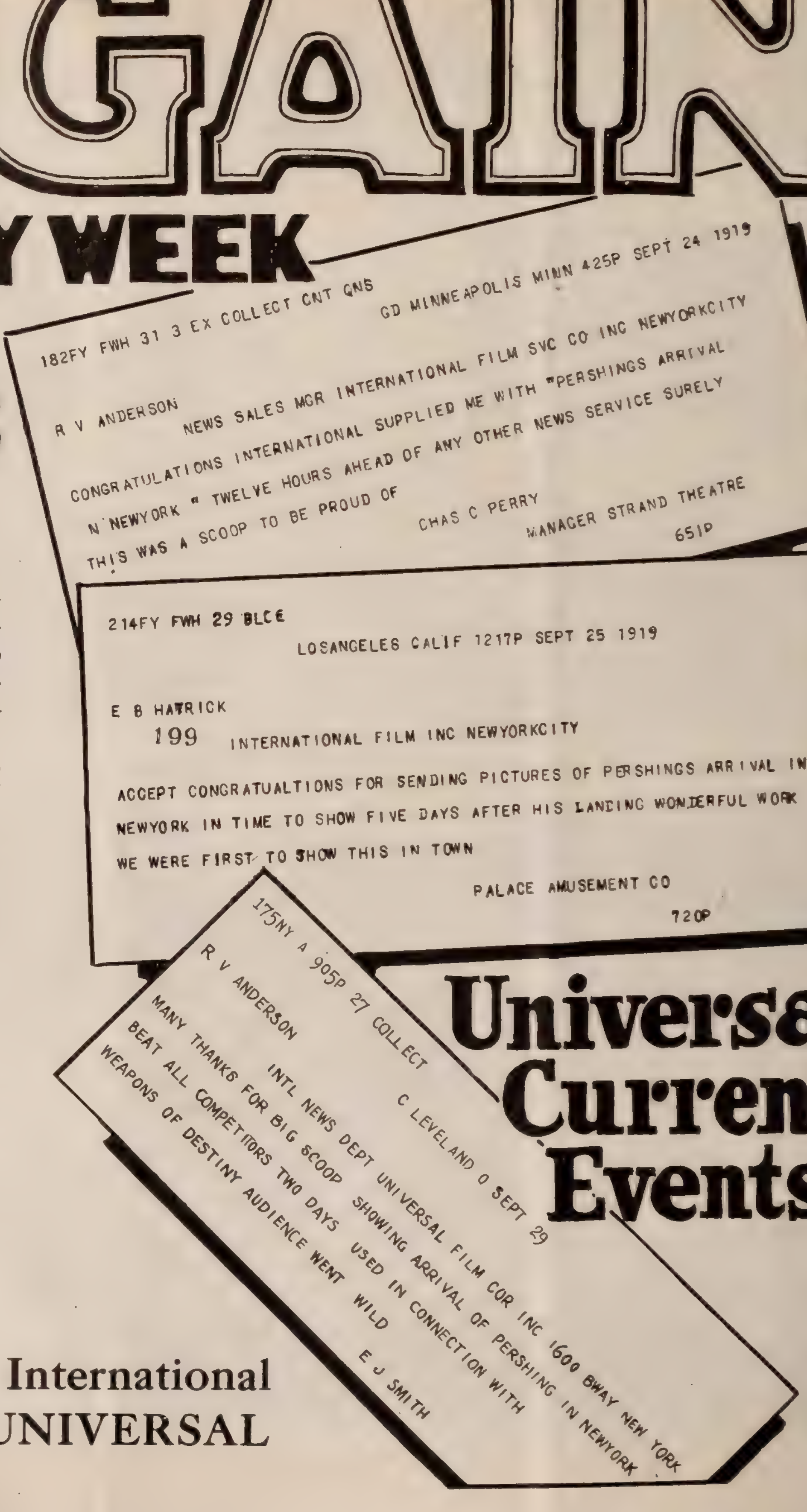
Don't miss any bets.

Don't let "The Big" 12 pass you

AGAIN

EVERY WEEK

News



182FY FWH 31 3 EX COLLECT CNT GNS
GD MINNEAPOLIS MINN 425P SEPT 24 1919
R V ANDERSON
NEWS SALES MGR INTERNATIONAL FILM SVC CO INC NEWYORKCITY
CONGRATULATIONS INTERNATIONAL SUPPLIED ME WITH "PERSHINGS ARRIVAL
N NEWYORK " TWELVE HOURS AHEAD OF ANY OTHER NEWS SERVICE SURELY
THIS WAS A SCOOP TO BE PROUD OF
CHAS C PERRY
MANAGER STRAND THEATRE
651P

214FY FWH 29 BLCE
LOSANGELES CALIF 1217P SEPT 25 1919
E B HATRICK
199 INTERNATIONAL FILM INC NEWYORKCITY
ACCEPT CONGRATUALTIONS FOR SENDING PICTURES OF PERSHINGS ARRIVAL IN
NEWYORK IN TIME TO SHOW FIVE DAYS AFTER HIS LANDING WONDERFUL WORK
WE WERE FIRST TO SHOW THIS IN TOWN
PALACE AMUSEMENT CO
720P

175NY A 905P 27 COLLECT
C LEVELAND O SEPT 29
R V ANDERSON
INTL NEWS DEPT UNIVERSAL FILM COR INC 1600 BWAY NEW YORK
MANY THANKS FOR BIG SCOOP SHOWING ARRIVAL OF PERSHING IN NEWYORK
BEAT ALL COMPETITORS TWO DAYS USED IN CONNECTION WITH
WEAPONS OF DESTINY AUDIENCE WENT WILD
E J SMITH

HERE are a few wires
received congratu-
ting the INTERNA-
IONAL on its big scoop
ı General Pershing. Any-
here from 5 hours to 24
ours ahead of ALL
mpetitors, and this is
ıt ONE happening out of
ores, occuring regularly.
we want to drive home
you the all powerful
ct that if YOU want to
FIRST in your terri-
ry with all the world's
test and greatest news in
ctures, Book-advertise
ıd show THE BIG
HREE—International
ews — Hearst News and
niversal Current Events
ery week. Don't be an
also ran". Be FIRST
ıd let your public KNOW
at you're first EVERY
EEK.

Universal Current Events

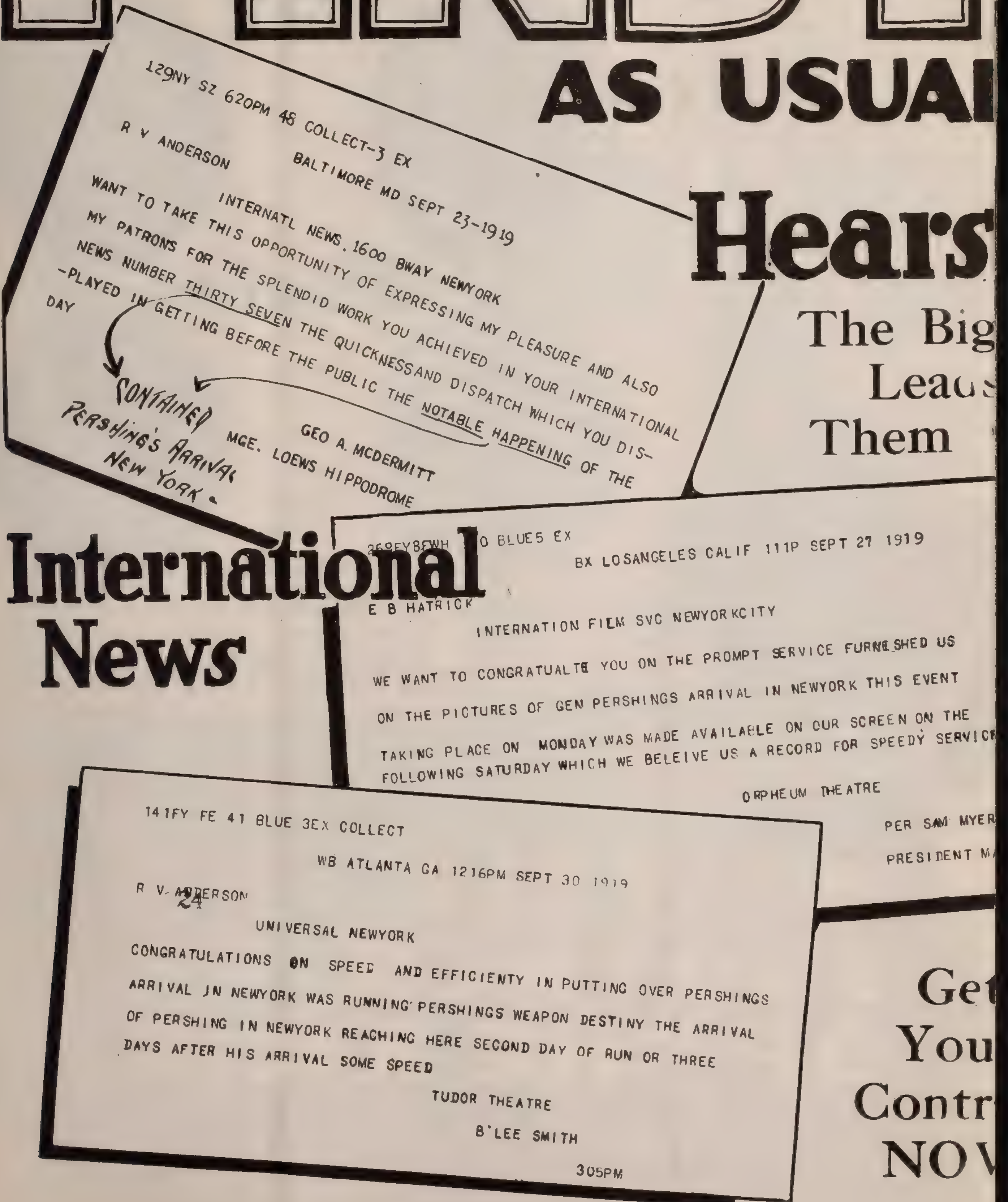
roduced by International
eleased by UNIVERSAL

FIRST

AS USUA

Hears

The Big
Leads
Them



129NY SZ 620PM 48 COLLECT-3 EX

BALTIMORE MD SEPT 23-1919

R V ANDERSON

INTERNATL NEWS, 1600 BWAY NEWYORK

WANT TO TAKE THIS OPPORTUNITY OF EXPRESSING MY PLEASURE AND ALSO MY PATRONS FOR THE SPLENDID WORK YOU ACHIEVED IN YOUR INTERNATIONAL NEWS NUMBER THIRTY SEVEN THE QUICKNESSAND DISPATCH WHICH YOU DISPLAYED IN GETTING BEFORE THE PUBLIC THE NOTABLE HAPPENING OF THE DAY

GEO A. MCDERMITT
MGE. LOEWS HIPPODROME

CONTAINED
PERSHING'S ARRIVAL
NEW YORK -

International News

268FYBFWH [illegible] BLUE5 EX

BX LOSANGELES CALIF 111P SEPT 27 1919

E B HATRICK

INTERNATION FILM SVC NEWYORKCITY

WE WANT TO CONGRATUALTE YOU ON THE PROMPT SERVICE FURNESHED US
WE WANT TO CONGRATUALTE YOU ON THE PROMPT SERVICE FURNESHED US ON THE PICTURES OF GEN PERSHINGS ARRIVAL IN NEWYORK THIS EVENT TAKING PLACE ON MONDAY WAS MADE AVAILABLE ON OUR SCREEN ON THE FOLLOWING SATURDAY WHICH WE BELEIVE US A RECORD FOR SPEEDY SERVIC

ORPHEUM THEATRE

PER SAM MYER
PRESIDENT MA

141FY FE 41 BLUE 3EX COLLECT

WB ATLANTA GA 1216PM SEPT 30 1919

R V ANDERSON
24

UNIVERSAL NEWYORK

CONGRATULATIONS ON SPEED AND EFFICIENTY IN PUTTING OVER PERSHINGS ARRIVAL IN NEWYORK WAS RUNNING PERSHINGS WEAPON DESTINY THE ARRIVAL OF PERSHING IN NEWYORK REACHING HERE SECOND DAY OF RUN OR THREE DAYS AFTER HIS ARRIVAL SOME SPEED

TUDOR THEATRE

B LEE SMITH

305PM

Get
You
Contr
NO

AN unusually beautiful
and dramatic photo-
lay with an unusually
lented cast.

WE very much doubt
if your patrons will
ee anywhere this year
nother picture not a Uni-
ersal Special Attraction
aving such perfection of
etail embodied in the
lay, the players, the set-
ngs and the direction.
ou simply cannot go
rong on this admirable
roduction. Be sure to
iew this picture person-
lly.

Carl Laemmle offers an

Kathryn Adams

Frank Mayo

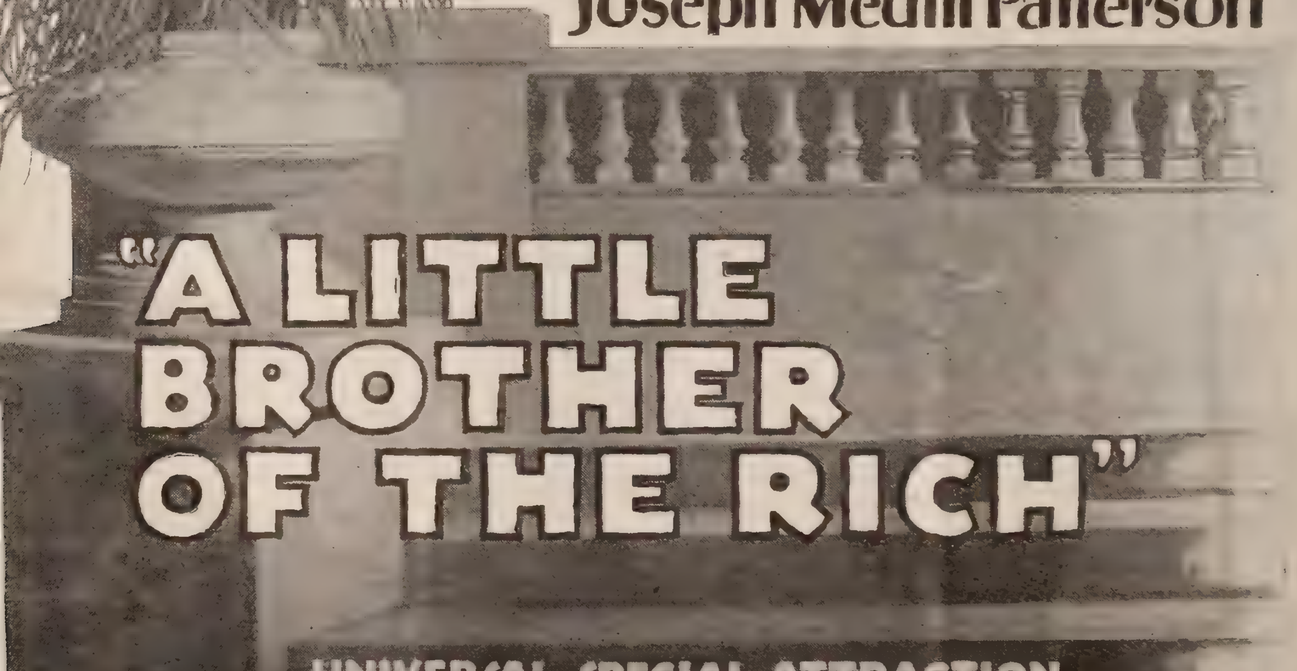
All-Star Cast

J Barney Sherry

Lily Leslie

in an Adaptation de Luxe of the famous Novel by

Joseph Medill Patterson



"A LITTLE BROTHER OF THE RICH"

UNIVERSAL SPECIAL ATTRACTION

OH BOYS! WHAT A LETTER

Ansonia Amusement Company

Butte, Montana Sept. 18, 1919.

Mr. George Bourke, Manager.
Universal Film Exchanges, Inc.,
Butte, Montana.

Dear Sir:

After witnessing a showing of three most remarkable episodes of "The Midnight Man" starring James J. Corbett, I immediately decided to book the serial for our five theatres, viz:

Grand Theatre		Great Falls
Marlow	"	Helena
Ansonia	"	Butte
Margaret	"	Anaconda
Liberty	"	Missoula

I was predisposed in favor of the serial on account of the great popularity of the star, James J. Corbett, as it is my opinion that no man in the sporting world or behind the footlights has been so universally admired and loved; but I am free to say that I was very favorably surprised at the excellence of the serial itself.

It is the crowning achievement in serial filming and must raise the standard of serials to come. "The Midnight Man" is undoubtedly the greatest serial of the age. It is a worthy vehicle for the great star.

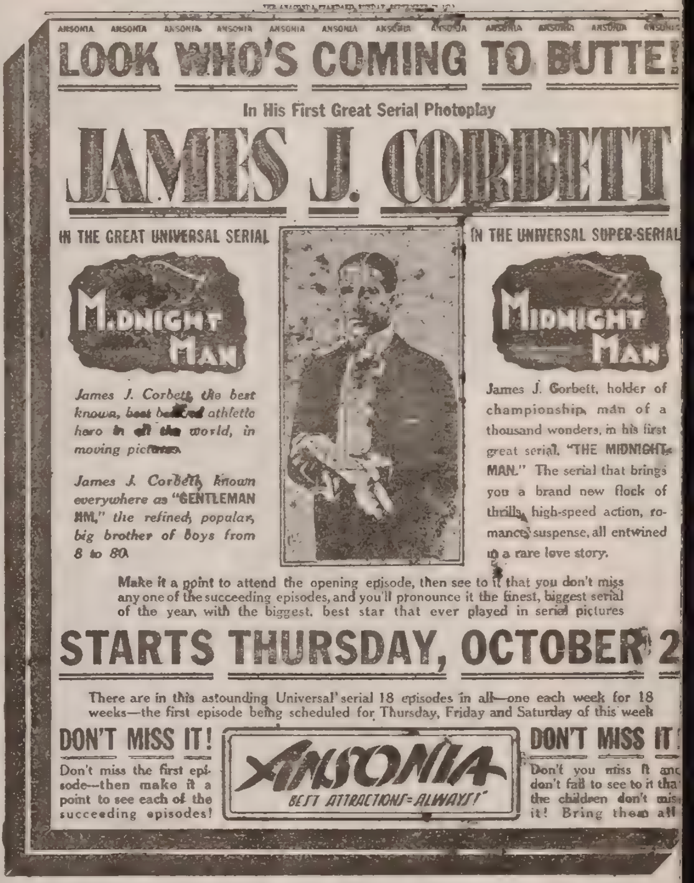
Allow me also to express my appreciation of the general excellence of Universal service and my appreciation of the many favors the Universal Company has shown us.

Yours very truly,

ANSONIA AMUSEMENT COMPANY

Merle Davis,

General Manager.



ANSONIA ANSONIA ANSONIA ANSONIA ANSONIA ANSONIA ANSONIA ANSONIA ANSONIA ANSONIA ANSONIA ANSONI

LOOK WHO'S COMING TO BUTTE!

In His First Great Serial Photoplay

JAMES J. CORBETT

IN THE GREAT UNIVERSAL SERIAL

MIDNIGHT MAN

James J. Corbett, the best known, best beloved athletic hero in all the world, in moving pictures.

James J. Corbett, known everywhere as "GENTLEMAN JIM," the refined, popular, big brother of boys from 8 to 80.

IN THE UNIVERSAL SUPER-SERIAL

MIDNIGHT MAN

James J. Corbett, holder of championship, man of a thousand wonders, in his first great serial, "THE MIDNIGHT MAN." The serial that brings you a brand new flock of thrills, high-speed action, romance, suspense, all entwined in a rare love story.

Make it a point to attend the opening episode, then see to it that you don't miss any one of the succeeding episodes, and you'll pronounce it the finest, biggest serial of the year, with the biggest, best star that ever played in serial pictures

STARTS THURSDAY, OCTOBER 2

There are in this astounding Universal serial 18 episodes in all—one each week for 18 weeks—the first episode being scheduled for Thursday, Friday and Saturday of this week

DON'T MISS IT!

Don't miss the first episode—then make it a point to see each of the succeeding episodes!

ANSONIA

BEST ATTRACTIONS=ALWAYS!"

DON'T MISS IT!

Don't you miss it anc don't fail to see to it tha the children don't mis it! Bring them all

A full page advertisement in the Anaconda Standard, of Butte Montana, which got business for the Ansonia.

Hundreds of others are thinking the same thing and many of them tell us so. How about you?

ne Serial that is

The Mid—

rring JAMES J.

The best-known Actor-Athlete in the world today.

Dressed like a Featu

night Man"

CORBETT

MORE money was spent for "THE MID-NIGHT MAN"—more lavish sets were built and more artistry incorporated into this Universal Serial than any serial ever filmed, bar none. With the world-wide popularity of the great Gentleman Jim JAMES J. CORBETT as a background and the immense variety of advertising props, publicity stories, stills, posters, banners, cut outs, heralds and other accessories, you are practically guaranteed 18 weeks of capacity box office receipts. Play CORBETT and deposit more serial profits than you ever did in your life. NOW BEING SHOWN AND BOOKED THRU SIXTY-SIX UNIVERSAL EXCHANGES.

SE
This
Seria
Class
at
Any
Univ
Exch

Going Big in the largest

The SCREEN

And Here's Direct Evidence

Brushton Theatre
THE HOUSE BEAUTIFUL
Brushton, Pa. September 30, 1919

iversal Film Exchanges, Inc.
18 Forbes Street, Pittsburgh, Pa.

ar Mr. Stern:

I consider the Screen Magazine one of the best single reels ever produced. It tains more novelties than any I have used at my theatre during the past few years. he reel holds up as well, you can rest assure that I will never make a change.

Very truly yours,
(Signed) J. D. HORNER, Manager

Park Theatre, Franklin, Pa.

iversal Film Exchanges
18 Forbes Street, Pittsburgh, Pa.

ntlemen:

Permit me to congratulate you on your "New Screen Magazine." I have now en running it for over ten weeks. I consider it the best one reel "feature" that I run.

Very truly yours
(Signed) T. A. KENNY

nd Finest Theatres now

New MAGAZINE

And Here's More Evidence

Universal Film Exchange, 220 S. State Street, Chicago, Ill.

Gentlemen:

When an exhibitor finds a good thing, he should not hesitate to inform other exhibitors of the fact. So I want to go on record as saying that your SCREEN MAGAZINE is the best single reel subject I have ever used in my theatre. For diversification, editing and general thoroughness as an entertainer for all classes, and all ages, it far excells any previous publication I have ever used.

Yours very respectfully

Walter Coddington Manager Home Theatre

We can show you scores of letters like this, that simply MUST convince you of the money and crowd-gathering powers of the NEW SCREEN MAGAZINE. What further evidence could any exhibitor possibly ask for?

Speak to your nearest Universal Exchange Manager and get your contract signed NOW!

HERBERT HAYES

and FRITZIE RIDGEWAY

2 REELS

ARE YOU PLAYING THESE TWO REELERS?

"The RANGER OF PIKE'S PEAK"

2 REELS

ARE YOU PLAYING THESE TWO REELERS?

Regularly Every Week

—the Universal releases a wonderful two reel Western picture specially produced to balance exhibitors programs. Often these two reelers save the show and grab the big applause away from the costly feature. It's your business as a good showman to see every one of these weekly Westerns for they mean added profits, and popularity to your entertainment. Be sure to see Herbert Hayes and Fritzie Ridgeway in—"THE RANGER OF PIKE'S PEAK".

YOU CAN SEE AND BOOK THEM ALL THRU ANY UNIVERSAL EXCHANGE

SYNOPSES OF "GOOD NIGHT LADIES," - - - - "TEMPEST CODY KIDNAPPER," "TEMPEST CODY BUCKS THE TRUST" AND "TEMPEST CODY - - TURNS THE TABLES

"Good Night Ladies"

Lyons-Moran Star Comedy.

CAST.

Two Lovesick Youths	**Eddie Lyons** **Lee Moran**
Two Lovesick Girls	**Mildred Moore** **Charlotte Merriam**

EDDIE and Lee visit their sweethearts, both planning to pop the question, each having in his possession a solitaire. The two sisters busy themselves dressing and allow the two boys to sit waiting in the parlor.

After ten long weary years of married life, Eddie and Lee find it altogether different than they had planned, for Eddie's wife has grown very untidy, allowing their three children to keep the house in a turmoil. Next door Lee's wife has grown fat and lazy. The wives plan an afternoon tea, and make Eddie and Lee look after the children. When it is time to serve the ice cream it is gone, and the party ends up in wild chase for the children until they are found behind the garage eating the ice cream.

Eddie and Lee drop into chairs and their wives begin shaking them furiously—and then comes the awakening, for it has all been a dream and they have fallen asleep upon the divan in the parlor of their sweethearts' home. They look up into the faces of the two charming girls, but the dream comes back to them, for Eddie says to Lee, "I just had the worst dream," when Lee interrupts Eddie and replies, "Did you see the same thing I did?" Eddie nods, the boys apologetically excuse themselves, telling the girls that they had called to tell them that they were planning on a long trip, a change of climate, and make a rush for the door.

"Tempest Cody Kidnapper"

CAST.

Tempest Cody	**Marie Walcamp**
Nancy Blain	**Beuhlah Booker**
Jack Prescott	**Frank Braidwood**
Prescott Valet	**Harry Schumm**

TEMPEST CODY, rancher, rides over to the Blain home, where she finds Nancy, an old schoolmate, sobbing her heart out because the man she trusted has left her to face the consequences. Nancy's father, a puritanical Scot, overhears the story and storms at his daughter and threatens to turn her out of the house. Tempest takes Nance back with her to her ranch.

She finds a letter from Nancy addressed to Jack Prescott at a city address and deduces that Prescott is the man. Tempest says nothing to Nancy, but goes to the Prescott home. She forces her way into the house at the point of the gun and finds Prescott in his study, but the police, summoned by the frightened butler, arrive and throw her out of the house.

Tempest determines to waylay Prescott.

She trails his auto when he goes off to play golf, and, hiding in a clump of trees on the golf course, ropes Prescott and makes a prisoner of him. She forces him at the point of the gun to mount her horse and together they ride back to Tempest's ranch.

Here she confronts Prescott with Nancy, only to find that she has got the wrong man. Prescott's valet, who has been courting Nancy and using his master's name to masquerade under, arrives in search of Nancy, willing to do the square thing by her.

He and Nancy are married, and Tempest Cody is left to apologize to Prescott. We are left with a feeling that the apology will lead to something more intimate in the near future.

"Tempest Cody Bucks the Trust"

CAST.

Tempest Cody	**Marie Walcamp**
Carl Merland	**Frank Braidwood**
Andrew Merland	**John Lince**
His Wife	**Madge Hunt**
Schlager	**Bert Sprotte**

ANDREW MERLAND, philanthropist and owner of a large packing company in New York, and who is working with Tempest Cody to break the meat trust, insists upon her staying at his home during her visit in New York.

Merland told Henry Schlager, representing the meat trust, that unless the trust lowered the price of meat products, he intends to dump $2,000,000.00 worth of meat products stored in his warehouse, on the market.

Schlager goes to Carl, Merland's only son, who owes him a gambling debt, and tells him that unless he pays by the next day he will tell his father.

Andrew Merland tells Tempest that he is extremely worried over Carl. Tempest meets Carl, but he refuses to confide in her.

Unable to pay Schlager's demand, and as a way to cancel his debt, Carl sets a time bomb in his father's warehouse and requests his I. O. U.'s. He is quickly tied up by Schlager and his accomplices, who go to watch the explosion. Carl manages to reach the phone and calls Tempest. He manages to get free just as she reaches the hotel.

With a detective, Carl and Tempest arrive at the warehouse about five minutes before the explosion. Tempest dashes madly into the warehouse and pulls the fuse from the bomb.

Carl sees Schlager and his men hanging around waiting for the explosion. He tells the detective, who arrests them.

"Tempest Cody-- Turns the Tables.

CAST.

Tempest Cody	**Marie Walcamp**
Monte Larkins	**Carl Miller**
Buck	**Arizona Brady**

MONTE LARKINS' idea of sport is to propose to "Tempest" Cody, owner of a cattle ranch. Buck, a loiterer, is also a suitor for Tempest, but she turns them both down cold. Tempest is elected sheriff, and Monte, seeing a way to meet her again, shoots up the town and is taken to jail by Tempest. When she understands his motive, she forces him out of jail. To get back into jail again Monte arranges a hold-up with the stagecoach driver, but Buck, who is the real bandit operating in the vicinity, overhears that Tempest's cattle money is coming on the stage, and holds up the driver, who reports the real hold-up. Tempest with a posse sees Monte waiting to be captured and takes him prisoner. The posse surrounds the jail to lynch Monte, whom Tempest helps to escape through the back window. Riding to assist him she runs across Buck, still masked. Thinking he is Monte, she agrees to go with him. While riding with Buck she sees Monte being strung up. Snatching the mask from Buck, she covers him with a gun and ties him up. Riding at full speed she cuts the rope that binds Monte, who drops to her horse and rides off. The posse give chase and find the real bandit tied up by Tempest, who comes back and explains matters.

Who Was—

"THE WOMAN UNDER COVER"?

—is a powerful catchline for your newspaper ads and program announcements on FRITZI BRUNETTE in the Universal Special Attraction-"THE WOMAN UNDER COVER" a melodrama that is not surpassed by any on the photo play screen this season for this particular type of newspaper story. You can play up--

Fritzi Brunette

—as the featured Star for she has a big following among all classes. Use the special pen-and-ink newspaper ads especially designed for this feature which you can secure from any Universal Exchange—1-2-&-3 column sizes—and spread plenty of the valuable publicity to be found in the special press-books for exhibitors. A packed house will be the result.

It's A Universal Special Attraction

SYNOPSES OF "THE MIDNIGHT MAN" - - EPISODES NOS. 7-8

James J. Corbett in

"THE MIDNIGHT MAN"

Episode No. 7.

"Death's Embrace"

CAST.

Jim (Bob Gilmore)	James J. Corbett
Nell	Kathleen O'Connor
Morgan	Joseph W. Girard
Spike	Noble Johnson
Zafara	Orral Humphreys
Arnold	Joseph Singleton
Gilmore	Frank Jonasson

WITH a last despairing effort, Jim managed to dislodge the cable from the wheel and the elevator short-circuited, sticking between the floors. Zafara's men, in rescuing Zafara, let Jim out of his precarious position, too. It was the work of an instant to cover the astonished men and once again the Midnight Man was free.

On the way home, however, he saw Morgan in the neighborhood of Riley's saloon, and shadowed him. Entering by another way, he suddenly holds up the entire place, orders all but Morgan into another room and compels Morgan to take off his mask, thus disclosing him as the father of Nell.

Off his guard momentarily, and highly amused at Morgan's position, Jim fails to notice one of the men climbing through a window with a revolver. Now the tables are turned, and Jim has to fight his way out into the back-room, where Riley keeps his beer, in huge kegs. Hard pressed, Jim grasps one of the kegs and hurls it to the floor, breaking out three of the boards. In this way he eventually makes his escape up an elevator shaft into the upper part of the building, and using a plank with a safe on one end of it for a spring-board, jumps across the street into the next building and safety.

In answer to an ad, offering to give him information about his ring, Jim goes to Zafara's apartment. Seeing a number of Spike's gang in front of the door, the resourceful Jim puts on his mask and climbs up the back way.

"All right," said Jim, "what information can you give me," at the same time covering up his little finger on which he had worn the ring when he came into the room. Zafara's foot touched a button and Jim's arms and legs were instantly pinned to his chair, but when Zafara looked for the ring it was nowhere to be found. In a rage, the Hindu summoned his men and, putting the cap of a static machine over Jim's head, attempted to force him to tell where the ring was. Although in extreme torture, Jim refused to divulge the information. At this moment Spike's men are heard knocking at the door. Zafara and his men withdrew into an inner room.

With a gigantic effort Jim loosens his foot and kicks the chair over, thus breaking the hold on him, and rises in time to meet Spike and his gang. Gun in hand, Jim backs them into the room, rushes out into the hall and locks the door on them, escaping by way of the front fire-escape. As he reaches the street he is held up by Nell, who has also come to capture the Midnight Man. Instead of capturing him, however, she was in need of protection from Spike's gang, and it is chivalrously given.

Hiding behind the corner, the Midnight Man sees Spike's gang driven away, but, to his consternation, two of Zafara's men capture Nell and make off with her before he can follow. Realizing that they will telephone Zafara, Jim returns to the Hindu's apartment.

The phone rings and Jim hears Zafara say: "Take her to Laudin's shack." Using the static machine in his turn on the Hindu, Jim forces Zafara to tell him where the shack is. Commandeering an auto at the point of a gun, he drives to a cliff at Seven Oaks. Unable to force an entrance by the door, he climbs to the roof and enters through the scuttle, interrupting one of the men in his attempt to force information from Nell. But while he is engaged inside, Zafara comes up, rescues his men and locks Nell and Jim in the shack. By weakening the supports they topple the shack over, with Jim and Nell inside of it, and it crashes end over end to the bottom of the valley.

James J. Corbett in

"THE MIDNIGHT MAN"

Episode No. 8.

"Shadows of Fear"

CAST.

Jim (Bob Gilmore)	James J. Corbett
Nell	Kathleen O'Connor
Morgan	Joseph W. Girard
Spike	Noble Johnson
Zafara	Orral Humphreys
Arnold	Joseph Singleton
Gilmore	Frank Jonasson

STUNNED, bleeding and dishevelled, Nell and the Midnight Man climbed painfully out of the wreck of the shack and made their way to the car.

"Little girls should be at home and in bed at this time of night," said the Midnight Man, as he handed her into the car. The ride was punctured by a blowout and before they could put another tire on, Steve Arnold and several detectives came upon them. A sharp fight ensued, but by a jiu-jitsu trick the Midnight Man overcame them, jumped into their own car and left them to make the best of it, for Nell would not take them in.

The next evening Jim scored a point on his own account. Seeing Zafara enter the office of Steve Arnold, he walked right in after him and burst in upon the two while they were planning to capture him. In the back of Arnold's room was a dark closet. Into it he placed them while he ransacked the place for any information bearing upon his birth.

Thinking Jim dead, John Gilmore, his foster father, came to New York. Calling up Mrs. Moreland, a wealthy society widow noted for her entertainments and a famous string of pearls, he made an appointment to take her to dinner. As fate would have it, the Midnight Man chose that same evening to investigate Mrs. Moreland's safe, simply because her name began with M-o-r. The Midnight Man admired the pearls, but put them back in the safe. He found nothing which had any bearing upon his parentage, however. Before he could close up the safe, he was interrupted by Spike's gang, and dropped behind the couch while they ransacked the safe and took the wonderful pearl necklace. Creeping up behind them, he turned on the lights and covered the amazed thieves with his gun. In the fight which followed, however, reinforcements from the outside overcame the Midnight Man, and they escaped with the necklace just as Mrs. Moreland and Gilmore opened the door.

Jim was amazed to find his father in New York again, and further chagrined to find that he was partly under the influence of liquor and showing every evidence of staying in Mrs. Moreland's house over night. Grasping Mrs. Moreland about the waist, he attempted to kiss her, when Jim, seizing him by the throat, choked him into a wholesome fear.

"Bob Gilmore," he gurgled; "I thought you were dead."

"Officially I am, and I am known here as Jim Stevens, the Midnight Man, and you are going to keep that a secret. Remember, I still have your written confession of forgery."

Without more ado, he kicked his foster father down the front steps. Meanwhile, Mrs. Moreland had discovered the loss of the necklace, and accused the Midnight Man.

"There were others here beside me," he said, "but I think I can recover it for you at Riley's saloon to-night."

Riley's was a magnet that night. Nell, suspecting it as the hang-out of the Midnight Man, had gone there disguised as a boy, but the disguise was very thin. Spike and his gang had no difficulty in realizing that she was a beautiful girl, but they did not know who she was. It made no difference to them, however, and Spike, in spite of her kicks and screams, carted her up to his room on the upper floor.

Carl Laemmle offers

"BLIND H

I am Stroheim

I wrote the story "BLIND HUSBANDS"—said to be the most remarkable photodrama of many years. I also directed it. I also play the leading part.

I know that women will be fascinated by this picture—simply because I know how to fascinate women. And *they know* that I know how to show wives when they are neglected—how to pay them the daring little attentions that mean so much—and cost so little—how to worm my way into their affections—how to place them where they would finally be at my mercy.

Mercy! Ha! They *also* know there would'nt be any mercy. Will they hate me? No—for what would be the use? I know too much about them. They'd be satisfied to leave the hating—and the vengeance—to you, the men.

"The Satan of the Screen," they call me. Well, perhaps—and yet you'll be a little sorry for me when you see "BLIND HUSBANDS" because from your own love affairs as a man of the world you know that "the other man" isn't always to blame. And you'll come away from "BLIND HUSBANDS" *uplifted* by a picture of a downfall which *you*, somehow, have miraculously escaped!

Universal–Jewel Production de Luxe

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variety that will keep your crowds coming
SHOW THEM ALL.

See Them at any Universal Exchange

A Three Sheet Poster "The Brute Breaker"

What they are doing at Universal City

TOD BROWNING reports splendid progress on "The Beautiful Beggar," Priscilla Dean's forthcoming Universal feature. The story is by H. H. Van Loan, and in Miss Dean's support are Wallace Beery, Wheeler Oakman, E. A. Warren and Edward Burns.

WILLIAM C. DOWLAN, who is directing "The Peddler of Lies," from the story by Henry C. Rowland, now running in *Saturday Evening Post*, spent three days at Balboa Beach securing scenes for the production. Director Dowlan and company are back at Universal City, hard at work on interior shots. The cast includes Frank Mayo, Ora Carew, Ora Devereaux, Truman Van Dyke, Dagmar Godowsky, Flora Hollister, Harold A. Miller, James Barrow, Bonnie Hill, Ray Ripley and William Brown.

NORMAN DAWN has finished "Lasca" at Universal City and is resting preparatory to beginning work on his next 'script. "Lasca" is an adaptation by Percy Heath of the famous poem by Frank [illegible] and its principal roles are enacted by Frank Mayo, Edith Roberts, Veola Harty, Arthur Jasmine and Lloyd Whitlock.

ART ACORD has finished his two-reel western, "The Kid and the Cowboy," under the direction of Reeves Eason, and started work on the first episode of his new serial, "The Man Hunter," under the same director.

HARRY CAREY and his company, under Jack Ford's direction, returned from the desert, where two weeks were spent securing scenes for "The Three Godfathers," the photoplay based on Peter B. Kyne's story in the *Saturday Evening Post*. The picture will be completed this week.

HARRY FRANKLIN, recently with Metro, has joined the directorial staff at Universal City and is preparing to produce "Rouge and Riches," the next Mary MacLaren feature. Miss MacLaren is at present engaged on the final scenes of "The Pointing Finger," under the guidance of Eddie Kull.

MONROE SALISBURY and his company have been at Santa Barbara all week, shooting atmospheric scenes for "The Phantom Melody," under the supervision of Douglas Gerrard. In Mr. Salisbury's company are Barney Sherry, Jean Calhoun, Ray Gallagher, Charles West, Joseph Ray and Milton Markwell.

ALLEN HOLUBAR is making splended headway on Dorothy Phillips' next Universal feature, "Ambition." It is expected that the replica of the Metropolitan Opera House, now being erected at Universal City, will be ready in time for the final scenes of the big feature. Prominent in Miss Phillips' support are Robert Anderson, Rodolph Valentine, Emily Chichester, Frank Elliott, Margaret Mann and William Von Hardenburg.

REX INGRAM has finished "The Beach Comber," the Universal special featuring Elmo Lincoln, and is preparing to begin work on "The Triflers," a comedy drama by Joseph Franklin Poland, the cast for which has not yet been completed.

"THE Breath of the Gods," the Universal feature starring Tsuru Aoki (Mrs. Sessue Hayakawa), is approaching completion under the direction of Rollin Sturgeon. The story is based on Sydney McCall's well-known novel of the same name.

AL RUSSELL has begun the sixth episode of "The Strange Case of Cavendish," the Universal serial featuring Kathleen O'Connor and Jack Perrin. The story is taken from the popular novel of the same name by Randall Parrish.

LYNN REYNOLDS is busy making preparations for the production of "Overland Red," an ensuing Universal release starring Harry Carey, and adapted from H. H. Knibb's successful novel.

"THE woman in the Plot," the current Stroheim production, is progressing steadily at Universal City. Sam De Grasse, Una Trevelyn, Clyde Fillmore, Maude George, Mae Busch, Leo White and Ruth King are prominent in this feature, which is based on the novel by Baroness De Meyer, "Clothes and Treachery."

CURRENT SPECIAL OFFERINGS

AMONG the Universal Special Attractions which may be seen at any Universal exchange and may be booked now, are the following, and here are the stars and a few particulars in each case.

"Loot" is a story by Arthur Somers Roche, which appeared in the *Saturday Evening Post* and attained wide popularity. It is a daring picture and at the time it was published it was said to be beyond the bounds of probability, but now, with New York and other big cities being held up every night, one has to concede that it is plausible. And when you see it you will have to concede that it is wildly thrilling. Ora Carew and Darrell Foss are the stars.

Mary MacLaren is the star of "Bonnie, Bonnie Lassie," adapted by Tod Browning from the story, "Auld Jeremiah," by Henry C. Rowland. Spottiswood Aitken is in the cast and so is Dave Butler.

"The Brute Breaker" was made by Lynn Reynolds and still further enhances that clever director's reputation for out-of-doors stories. It is a tale of the Northwest Canadian lumber camps and the signal defeat and expulsion of the bullies of all the camps. There is fighting and love and the tingling feel of the great forest. Frank Mayo is the brute breaker and Kathryn Adams is the girl. This is one of *the* pictures of the year.

If you like Harry Carey, and few there be who can help liking him, don't miss "The Rider of the Law." It was taken from G. B. Lancaster's story, "Jim of the Rangers," and was directed by Jack Ford. Gloria Hope is the girl.

"The Trembling Hour" is a mighty unusual story in every way. It was written especially by K. B. Clark for Kenneth Harlan, a returned soldier, and Helen Jerome Eddy. There is a gigantic crisis in this picture in which shell shock plays the dominant part.

Monroe Salisbury's current attraction is "His Divorced Wife," a story taken from "The Altar on Little Thunder," a novel by Elmer Elliott Peake. It was directed by Douglas Gerrard, and Mr. Salisbury is supported by Alice Elliott, Alfred Allen, Charles West and Charles Le Moyne.

DOROTHY

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Written by one of America's most popular living authors—JAMES OLIVER CURWOOD—this huge drama of the Frozen North owns a splendid continuity of action and plot that are only equalled by the ruggedness of the story itself and so becomes one of the most all-satisfying pictures of many years. Scenically, it is a marvel—and of Dorothy Phillips we shall simply say: "It is the screen's foremost emotional actress at her best."

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Hearst News

No. 40

Illness Ends Wilson's Tour for League of Nations.—Los Angeles, Cal. 1. To the great crowds in California the president appeared in the best of health—but shortly after this he collapsed under the strain. 2. Mrs. Wilson objects to the camera.

Bumping the Bumps!—Daring motorcyclists compete in dangerous hill climb. —*Vallejo, Cal.*

Fires of Progress.—A new rotary furnace converts scrap iron, conveyed by magnets, into useful metal. — *Terre Haute, Ind.* 1. A 600-pound ball of molten metal every few minutes.

In the Public Eye.—John Fitzpatrick, leader of the steel strike, photographed after his appearance before a Senate Investigating Committee.—*Washington, D. C.* 1. Viscount Grey of Fallodon, new British Ambassador to the United States, is a passenger on the Mauretania. 2. Sir Arthur Whitten Brown, who flew with Alcock on the first non-stop flight across the Atlantic, and Lady Brown. 3. Brigadier General A. Cecil Critchley, of the Royal Air Forces, England's youngest brigadier general—29 years old. 4. Major Cushman A. Rice, millionaire soldier of fortune and commander of an American aero squadron, returns from France. 5. Major Rice's camouflaged racing car in which he traveled when not flying over the enemy lines.

Dead at the Finish!—Game to the end, Salina Guy drops in her tracks at the Boston Fair Races.—*Readsville, Mass.* 1. No fatality attends this ride.

A Strange Coal Heaver.—Mysterious stowaway caught on Atlantic freighter, New York City. 1. Presto! Change! If it isn't Miss Elsie Wilson, of "dear ol' Lunnon."

Gridiron War Begins.—Pigskin warriors of Naval Academy keep in trim with constant practice.—*Annapolis, Md.* 1. Torpedoed! 2. When push counts.

Prince Morning Star.—British heir to throne gets a new name and a new wardrobe from Indian braves.—*Banish, Canada.* 1. A real American dance for the Prince. 2. The Prince adopts the latest in Indian headgear.

In Nature's Ballroom.—Society attends a dance phantasy to help a French milk fund.—*Huntington, L. I.* 1. The "Dream Dance" by Miss Amelia Johnson. 2. Miss Margot Fayette interprets the spirit of the Orient.

International News

No. 40

"War God" Is Victor in Latonia Racing Classic. (Omitted from N. Y. City prints).—*Latonia Race Track, Kentucky.* 1. "They're off!"

Czecho Slovaks Observe Independence.—Thousands take part in great celebration of national freedom.—*Prague, Bohemia.*

"School Days."—Bring physical as well as mental up-building for pupils who are delicate in health.—*New York City.* 1. Comfy snoozes in the open air. 2. The way to a kiddy's brain is through his tummy. 2. Building blocks make 'rithmetic easy for youngsters not very alert mentally. 4. But for real weighty problems in Euclid you just gotta use your fingers.

Rheims Bombardment Birthday Observed Amid Ruins. (Omitted from N. Y. City prints).—*Rheims, France.* 1. The Mayor of Rheims pays tribute to the civilians who died during the shelling of the city. 2. Youngsters who survived enemy shells. 3. La Marseillaise! 4. Marching like their daddies marched to war.

Pull Does Count.—Especially in a tug-of-war, as Columbia Sophs prove to Freshman rivals.—*New York City.* 1. A desperate struggle to keep out of the wet.

Yanks Who Fought for Poland Are Thanked by Paderewski.—*Paris, France.* 1. Bidding goodbye to the American boys who flew from Poland in the Kosciusko Squadron. 2. Ignace Jan Paderewski, Premier of Poland.

Pushcart Markets Help Cut Cost of Living.—Eastside marts have little "overhead" expense.—*New York City.* 1. At night a student of Rabbinical lore—by day an humble dispenser of assorted wares. 2. The East Side housewife is a keen judge of values. 3. Camera shy. 4. "A cent's worth" is a welcomed order here. 5. A patriarchal vender of the staff of life.

German Prisoners Free.—Without waiting for treaty ratification, Uncle Sam repatriates 37,000 captives.—*Is-sur-tille, France.* 1. In the wired blockade—waiting for orders. 2. A "Wilson kite" with a tail of "fourteen points." 3. Decooteyizing" is one of the first steps in the homeward journey. 4. The great steam oven—guaranteed to kill the hardiest cootey. 5. Off to Germany.

Monster Battleship in Drydock for First Time. (Omitted from New York City).—U. S. S. Mississippi is laid up for repairs.—*Hunters Point, Cal.* 1. Repairing the propeller. 2. Scraping and painting the hull.

Happy War Orphans.—Belgium society women mother babies bereft by the great conflict.—*Brussels, Belgium.* 1. Sand brought from distant sea shores provides a fine playground. 2. Cosey cribs—hope of Belgium of to-morrow. but who wants to sleep? 3. The

King Albert and Queen Elizabeth Arrive in New York. (For New York City only.)

Universal Current Events

No. 40

"Reds" Win Over "Sox" in First Game of World Series.—*Cincinnati, Ohio.* 1. Pat Moran's Cincinnati wonders trim "Kid" Gleason's collection of Chicago stars to the tune of 9 to 1. 2. Eddie Collins, White Sox slugger, makes the first hit of the game. 3. Chicago's "Houefuls"—— 4. "Dutch" Reuther, Cincinnati pitching hero, sends in the winning run with a three-base hit. 5: "Dutch" Reuther—— 6. Eddie Cicotte, on whom Chicago placed main reliance. 7. Cincinnati's collection of victorious "cast-offs." 8. "Friendly enemies," Pat Moran, Cincinnati's manager, and "Kid" Gleason, directing the destinies of the White Sox. 9. Home for a big night in Cincinnati.

Harvard Studies War. — Students are given instructions in things military.—*Cambridge, Mass.* 1. Youngest and oldest students—Jacob Shankman, 14 years old, and Colonel George Lyon, 72 years old. 2. Mounted Officers' Class.

Pacific Fleet Gets Observation Balloon.—"Air Elephant" put into commission at U. S. Naval Air Station.—*North Island, San Diego, Cal.*

A Chip of the Old Block.—Colonel Roosevelt—famous son of a famous father—who is stumping the country for the American Legion.

Fiume, the Storm Centre.—Dispute over Adriatic port, seized by Poet D'Annunzio, threatens to upset Peace Treaty. 1. Cittono, Italian Cabinet Minister, forced out of office by D'Annunzio's startling coup.

All Heroes Not Fighters.—Frank Tousic scorned danger to aid wounded marines at Mount Blanc and is decorated by Admiral Glennon.—*New York City.*

Express Train Wreck Overturns Giant Locomotive. — *Daylesforg, Pa.* 1. The prostrate giant looks immoveable—but isn't.

King Albert Welcomed to America.—Interesting views of ovation accorded Belgium's heroic monarch on his arrival in this country

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NCOLN
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There was a 25 per cent increase in the net proceeds of the second episode, over those of the first, and on top of that I had a still further increase. If she keeps coming this way I am going to break all records in this neck of the woods, on serials.

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Without such an object, this series would never have been a fact. Now that they are a fact, we may safely say that the dream of Producers has really come true and that the great labors of the Stage Women's War Relief will be suitably rewarded by the Nation's applause. Notice please, the Stars and the supporting All Star casts in every production, with every player a celebrity.

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AT THIS LIST

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CRYSTAL HERNE
HENRY MILLER
BLANCHE BATES
FLO ZIEGFELD
WILLIAM COURTENAY
JANE GREY
GAIL KANE
MILDRED HOLLAND
EDMUND BREESE
ELIZABETH RISDON
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and many others.

David Belasco—in "A STAR OV NIGHT"

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Maclyn Arbuckle—in "FIGHTI MAD"

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Robert Edeson and Mabel Taliafer in "THE MITE OF LOVE"

Montagu Love and Enid Marke in "SHE'S EVERYWHERE"

Wm. Courtenay and Jane Grey- "THE INNER RING"

Thomas A. Wise and Gail Kane- "ROMEO'S DAD"

Constance Binney, Otis Skinner, H ry Miller, Blanche Bates, Flo Ziegf and Daniel Frohman — in "TOM LITTLE STAR"

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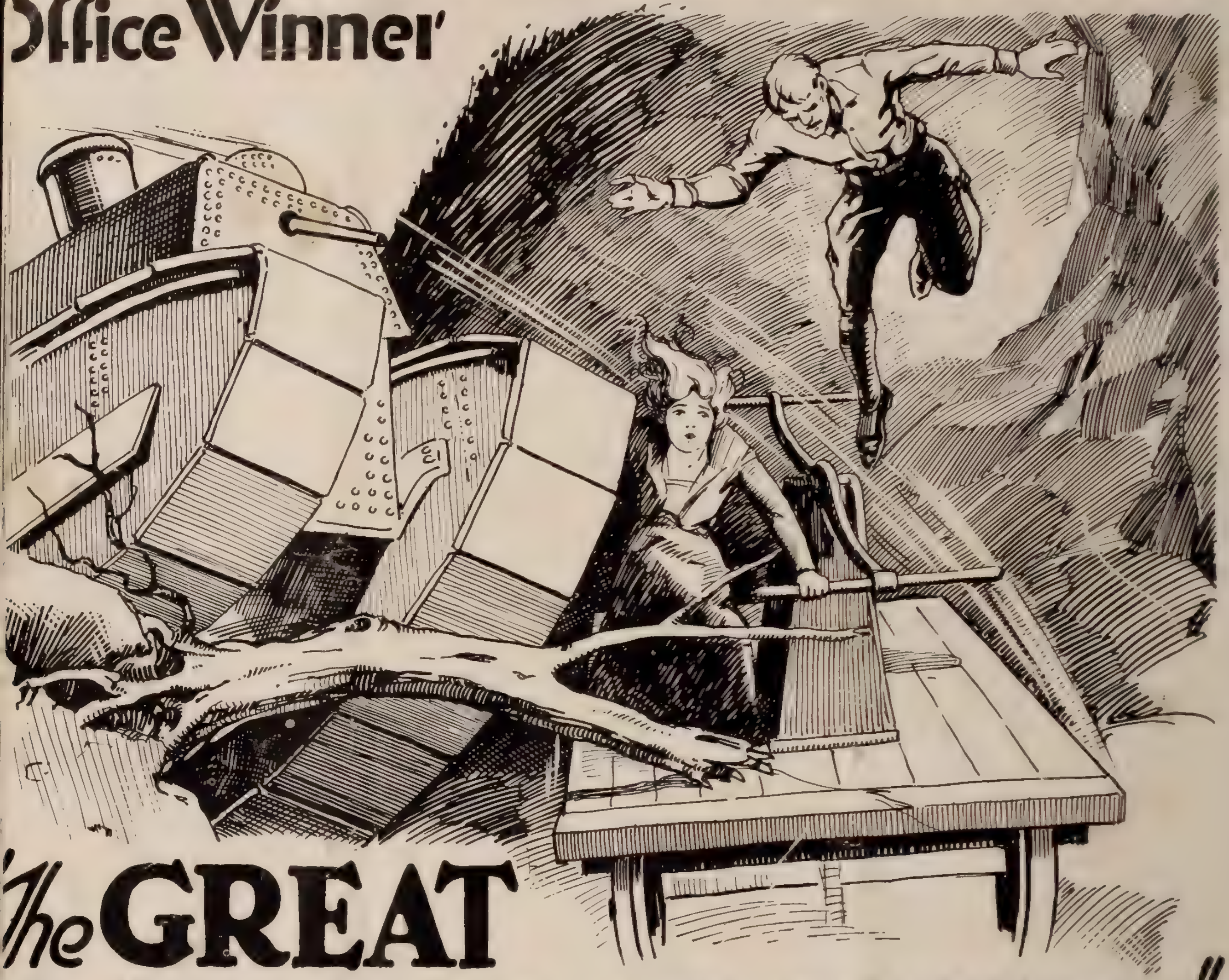

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The
MOVING TURE WEEKLY

VOL.9 NO.10
OCT' 25.1919.

ERICH STROHEIM
IN
"BLIND HUSBANDS"

A woman sign-painter -why not! All she lacked was talent.

Mary MacLaren

in

Bonnie, Bonnie Lassie

Supported by that fine Character Actor, SPOTTISWOODE AITKEN

EVERY CHICAGO CRITIC PRAISES IT

First GENEVIEVE HARRIS in the Post laughed over and praised "BONNIE, BONNIE LASSIE"--then came ROB REEL of the Evening American with his; "Want a tip? Go see 'Bonnie,Bonnie Lassie'." And now comes VIRGINIA DALE of the Daily Journal,saying; "BONNIE,BONNIE LASSIE" is quite the best picture ever allotted Mary MacLaren." See it and see why. It's five reels of chuckling delight.

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Screen history has yet to record another unknown actress who became a national star with her first picture. Or who followed up this phenomenal success with five others, every one of them an artistic triumph and a money-maker for exhibitors. That is the simple business reason why Mildred Harris Chaplin, in any one of the six fascinating pictures listed here--or all of them--will prove as absolutely sure a choice as anything new that you'll show this year. Go over this list and book the play that you missed. See your nearest Universal-Jewel Exchange about this today.

4 Proven Triumphs

"THE PRICE OF A GOOD TIME"

"FOR HUSBANDS ONLY"

"BORROWED CLOTHES"

"WHEN A GIRL LOVES"

2 Sure Hits

"HOME"

"FORBIDDEN"

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*
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VOL 9. OCTOBER 25 1919. NO. 10

PHOTOPLAYS

Mary MacLaren in a Clever Comedy Drama

"BONNIE, BONNIE LASSIE."

A Universal picture, starring Mary MacLaren. Directed by Tod Browning, from a story by Henry C. Rowland. Presented at the State-Lake theater. The cast:

Ailsa Graeme	Mary MacLaren
Jeremiah Wishart	Spottiswoode Aitken
David	David Butler
Archibald	Arthur Carewe

By Genevieve Harris.

If other audiences enjoy this picture as thoroly as did the first one which saw it at the State-Lake theater, its success is assured. It is a Mary MacLaren picture, without the tears and sobbings which are usually a part of Mary's equipment for her roles. It is, in fact, a comedy-drama, and Miss MacLaren fits into its scheme of things much better than she did into the doleful sort of stories we usually see her in.

Altho Miss MacLaren plays her part well, and is ably supported by David Butler in the hero's role, the real star of the picture is Spottiswoode Aitken, who appears as the grouchy old millionaire to whom his two nephews are great problems. He is always an excellent actor, and in this picture he has a very suitable role.

The picture has been presented in a skillful manner, with clever bits of business and clever subtitles to carry along its slight but interesting plot. Its situations are unusual without seeming to be forced. The story, in its picture version, retains the lightness of touch characteristic of Henry C. Rowland's fiction.

The story concerns an eccentric old millionaire who cannot decide to whom to leave his fortune. One of his two nephews is too solicitious in trying to please him. The other is too indifferent. The latter is a happy-go-lucky chap, who tries to paint pictures. His uncle tells him he would make a better sign painter' Instead of becoming angry, he takes up the suggestion and really becomes a sign painter

The daughter of the old man's best friend, a Scotchman, comes to America, bringing a letter of introduction to him. He likes the "bonny, bonny lassie" and decides that he will leave his fortune to whichever of his nephews she decides to marry. Of course, she falls in love with the right one, without knowing who he is.

The picture has been very well photographed, and there are many pretty exterior scenes. In story, acting, photography and its production generally, this is one of the best comedy-dramas Universal has given us in a long time.

CHICAGO PRAISE-

Two criticisms of "Bonnie Bonnie Lassie" one by Bob Reel in the Evening American and the other by Genevieve Harris in the Evening Post.

Want a Tip? Don't Miss "Bonnie, Bonnie Lassie"

By Rob Reel

A natural-born reviewer, that woman who held down the seat in back of mine at the State-Lake last night. She got under way with the flash of the first title.

"'Bony Lassie,'" she told the world. "She does look kinda skinny, but they ain't no call to rub it in by namin' the pitcher 'Bony Lassie.' Lookit, it says 'Ailsa Graeme, granddaughter of a wealthy ironmonger of Edinburgh—MARY MacLAREN.' She's got a sweet face aindit? But lookit, she's got everything swell and still she ain't happy. Aindit the truth? Aindit? That's why she's goin' to America. Who's the grouchy old party with the shawl over his shoulders? Oh.. 'Jeremiah Wishart, boyhood friend of Ailsa's grandfather, now living in the States—SPOTTIS-WOOD AI-KEN.' Migawd, where'd he get that name! An' that there's his nephew, Davey. 'DAVID BUTLER,' it says. He's a funny fella, aindee? Now I bet Davy falls in love with Ailsa. No, he don't either. They don't even see each other. Who's that in the overalls an' straw hat, paintin' cows on a signboard? Migawd, it's Davy! He's funny, aindee? Now Ailsa's gonna paint signs, too—"

But she didn't prevent me from gathering that "Bonnie, Bonnie Lassie" puts over some of the most attractive comedy ever pictured—and that Mary MacLaren, champion sobber of the celluloid, has a chance, possibilities and a future as a comedienne. David Butler is another overgrown kid who's been improved by a director who understands him. He and Mary wouldn't take any cups in a fox-trot contest. That's just the point. Here's hoping Universal sees it and pairs off these two nice, wholesome, awkward youngsters again.

"NOT LICKED YET"

Here we are with a little old Weekly in spite of the strike and the "vactions" and the lack of type setters. We had to pull a new one to get this Weekly out, and there is only one magazine in the world (so far) printed this way. We went the Literary Digest one better, too, in that our advertisements as well as our text were set up by a fair haired steno. She has promised not to join any union, except possibly a matrimonial one, and if necessary we will continue to get the Weekly out in this form until further notice.

The issues in this strike are so complicated that we have not tried to get at the bottom of them. We don't know who's right and who is wrong. It wouldn't do us any good if we did. All we know is that we are the sufferers. But we certainly feel that we owe a duty to our subscriber, which duty will not be discharged until every effort to get out the Weekly has failed.

Speaking about pretty girls and bathing beauties

There are pretty girls and then there are other pretty girls and you can take it from us that competitive comedies have to go some to beat the beauty of the bathing girls that are "hand picked" from hundreds,appearing regularly in our popular--

RAINBOW COMEDIES

-that are growing in popularity in hundreds of houses daily. The most captivating and beautiful girls in California adorn the screen in RAINBOWS and you can SEE them all and KNOW exactly what you're getting regularly at any Universal Exchange.

THE FAMOUS
L-KO BEAUTIES
ARE HERE
TODAY

MORE
GIRLS
and
PRETTIER
GIRLS
in
Rainbow
Comedies
Than
any
other
and the
Pictures
tell the
Story

Carl Laemmle
offers

DOROTHY PHILLIPS

NEW YORK *says*

"Thrilling—full of dramatic interest—a talented star."—EVENING JOURNAL.

"Nothing has been spared."—TRIBUNE.

"More than the usual number of thrills."—SUN.

"Elaborate."—TIMES.

"Unusually beautiful."—TELEGRAPH.

"Interesting and vivid."—GLOBE.

"Intensely interesting."—JOUR. OF COMMERCE.

"Engrossing—a timely message."—EVE'NG MAIL.

PITTSBURGH *says*

"This film should go big. The plot is extraordinarily well done and the detail of the story is well worked out. It is a splendid vehicle for Dorothy Phillips and she is supported by a very capable company."—POST.

"An instructive as well as intensely dramatic picture. Beautiful scenes and dramatic pictures of the war of revolution. Miss Phillips plays her dual role with great skill."—GAZETTE.

UNIVERSAL-JEWEL

BOSTON *says*

"It is the duty of every person in Boston to see 'The Right to Happiness.' It deserves to rank among the masterpieces of the screen world. It has yet to be equalled"—EVENING RECORD.

"A powerful picture of today's conditions—a striking portrayal."—HERALD.

"One of the most human film plays of the season.' —AMERICAN.

"Artistic and convincing."—TRANSCRIPT.

"A dramatic love story. It is hard to believe it is the same actress in both characters."—POST.

CHICAGO *says*

"Here is proof positive that Dorothy Phillips is a great actress—and that Allen Holubar is a great director. This picture is going to be very popular—it is first of all a romantic drama. If you enjoy good pictures you can't afford to miss this."—EVENING POST.

"Dorothy Phillips in the dual role of both daughters is superb. The picture is forceful and appealing and it will prosper."—HERALD and EXAMINER

"The audience liked the picture. That, after all, is the criterion. People were saying, 'Isn't that wonderful.' No one can see it and fail to be impressed." —DAILY JOURNAL.

in The RIGHT to HAPPINESS

UNIVERSAL-JEWEL

Priscilla Dean

And Her Six Smashing Successes

Set your stage for PRISCILLA DEAN! Get ready for a wonderful series of magnificient pictures in which this dazzling star will again fascinate and startle the theatre-going public! Play every one of the BIG DEAN SIX that you haven't shown. You'll put your audiences on edge to see her in the marvelous dramas that are coming up and meanwhile you'll be making money and friends with six productions that can't be duplicated until PRISCILLA DEAN makes six new ones. See those that you've missed at your nearest Universal Exchange without delay.

"KISS OR KILL"

"THE WILDCAT OF PARIS"

"THE WICKED DARLING"

"A SILK LINED BURGLAR"

"THE EXQUISITE THIEF"

"PRETTY SMOOTH"

UNIVERSAL SPECIAL ATTRACTIONS

Service Page for "THE BRUTE BREAKER"

AT A GLANCE.

SUBJECT -"The Brute Breaker"
LENGTH -Six Reels
STAR -Frank Mayo and Kathryn Adams
PREVIOUS HITS -"A Little Brother of the Rich".
DIRECTED BY -Lynn F. Reynolds
SCENARIO BY -JohnstonMcCulley
SUPPORTING CAST-Harry Northrup, Jack Curtis, Burwell Hamrick, and Frank Brownlee.
LOCALE -The Canadian forests
TIME -Today.
THUMB-NAIL THEME -The story of a man who broke the spirit of bullies, defended the weak, and won the love of a girl who at first resented his fierce quest for her heart.

ADVERTISING PUNCHES

1-- An all-star production giving equal honor to Frank Mayo and Kathyrn Adams.
2-- A north woods story with all the romantic settings.
3-- The always-popular lumber-camp locals.
4-- The best box office t title in years.
5-- Three spectacular fight scenes.
6-- A sensational running of wild rapids by Mayo in a frail canoe.
7-- An unusual role for the society idol; that of a man-fighting, brute-breaking lumber-jack
8-- Views of the towering Mount Shasta.
9-- Fast, logical direction by Lynn F. Reynolds.
10- Unusually beautiful photography.
11-- Sympathetic feature of a strong man taking the part of a cripple against a bully who made his life miserable and the final regeneration of the cripple through scientific treatment.

"THE BRUTE BREAKER"

Story by Johnston McCulley

Directed by Lynn F. Reynolds

CAST.

Louise Grantaire.Frank Mayo
Baptiste Navet.HarryNorthrup
Annette Bosseut.KathrynAdams
Her Father..Jack Curtis
Little Jean..Burwell Hamrick
Le Blanc..Bert Sprotte
Norres..Brank Brownlee
Pierre..Charles Le Moyne

When Louis Grantiare inherited a forest principality at the death of his father he determined to clean out the lumber camps around which an evil name clung. At the first camp he found Le Blanc; at the second camp was Norres. Pierre, whom he found at the third camp was as bad as the other two combined. Louis Grantiare beat each of these men in a fair fight. Coming down the rapids he reached the village of Bosseut on the day the village feast. He took Annette, lovely daughter of the north woods factor and swung her into the rythm of the dance against her will. The dance gave tinder to the fire of hate that burned in the hearts of the bullies against Grantiare. That night Navel, still another bully, crept to Louis' bunk to look--into the muzzel of a revolver. "Your bunk is at the other end of the room" said Grantiare". Louis left the camp a few days later with Jean, a cripple. Navet, in spite of a broken leg, commands that Annette be brought to his bed and married to him. In his trip through the valley Louis Grantiare meets the three bullies. Thrashing them for the second time, he returned to the village where Annette lived. He arrived just in time to rescue Annette from the flames of her house. Navet crazed by liquor had brought on a forest fire. By the flames of the burning settlement Annette and Louis sought the factors blessing and Louis threw off his disguise.

ADVERTISING DISPLAY LINES

FRANK MAYO IS THE BRUTE BREAKER OF THE NORTH IN HIS LATEST UNIVERSAL SUCCESS IN WHICH HE CO-STARS WITH KATHRYN ADAMS.

******

HE PILOTED HER THROUGH THE TREACHEROUS RAPIDS TO HONEYMOON BAY.

******

LE BLANC, BULLY OF THE NORTH WOODS, LOVED TO LEAVE THE IMPRINT OF HIS BOOT CAULKS ON THE FACES OF THE WEAK.

******

HE HAD A RENDEZVOUS WITH DEATH BUT STOPPED AT LOVE'S OWN SHRINE.

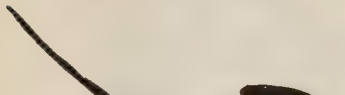
******

"I HATE YOU" SOMETIMES MEANS "I LOVE YOU" , BUT THE BRUTE BREAKER OF BIG WOODS COULD NOT READ BETWEEN THE LINES.

"ONE IN A

Says E.C. Bostick-Mgr.-Merrill

Read this Remarkable Newspaper-Ad.



TO THE THEATRE GOING PUBLIC OF MILWAUKEE

YESTERDAY AT A PRIVATE SHOWING OF

"A LITTLE BROTHER OF THE RICH"

ADAPTED FROM JOSEPH MEDILL PATTERSON'S FAMOUS AND POPULAR STORY OF THE SAME NAME —I WAS SO IMPRESSED WITH THE STORY THAT I IMMEDIATELY MADE ARRANGEMENTS TO SHOW IT AS IT IS AN HONOR FOR ANY THEATRE TO PRESENT SUCH A REMARKABLE PHOTOPLAY. IN TRYING TO ARRANGE PLAYING DATES IT WAS IMPOSSIBLE TO GIVE THE PICTURE A WEEK'S SHOWING, WHICH IT DESERVES, OWING TO COMING ATTRACTIONS AND OUR ONLY OPPORTUNITY FOR SHOWING THIS EXCELLENT PRODUCTION WAS THE BALANCE OF THIS WEEK.

STARTING TODAY

ALLOW ME TO SAY THAT SUCH A SPLENDID PICTURE AS THIS IS ENTITLED TO THE BEST OF EXPLOITATION AND WEEKS OF ADVANCE ADVERTISING BUT ON SUCH SHORT NOTICE I MUST ASK THAT YOU RELY UPON MY JUDGMENT THAT IT IS A PICTURE WHICH I PRONOUNCE "ONE IN A HUNDRED."

E C Bostick
MANAGER MERRILL THEATRE.

WORDS COULD NOT DESCRIBE THIS FASCINATING STORY OF SOCIETY AND THE FOOTLIGHTS BUT I KNOW THAT IT WILL SEND YOU AWAY FROM THE THEATER IN THRILLS OF JOY.

SEE IT TODAY AT THE

MERRILL

"A LITTLE BROTHER

Just one of the Big 12

HUNDRED"

Theatre—Milwaukee—Wis.

This Means MONEY To Thousands of Theatres

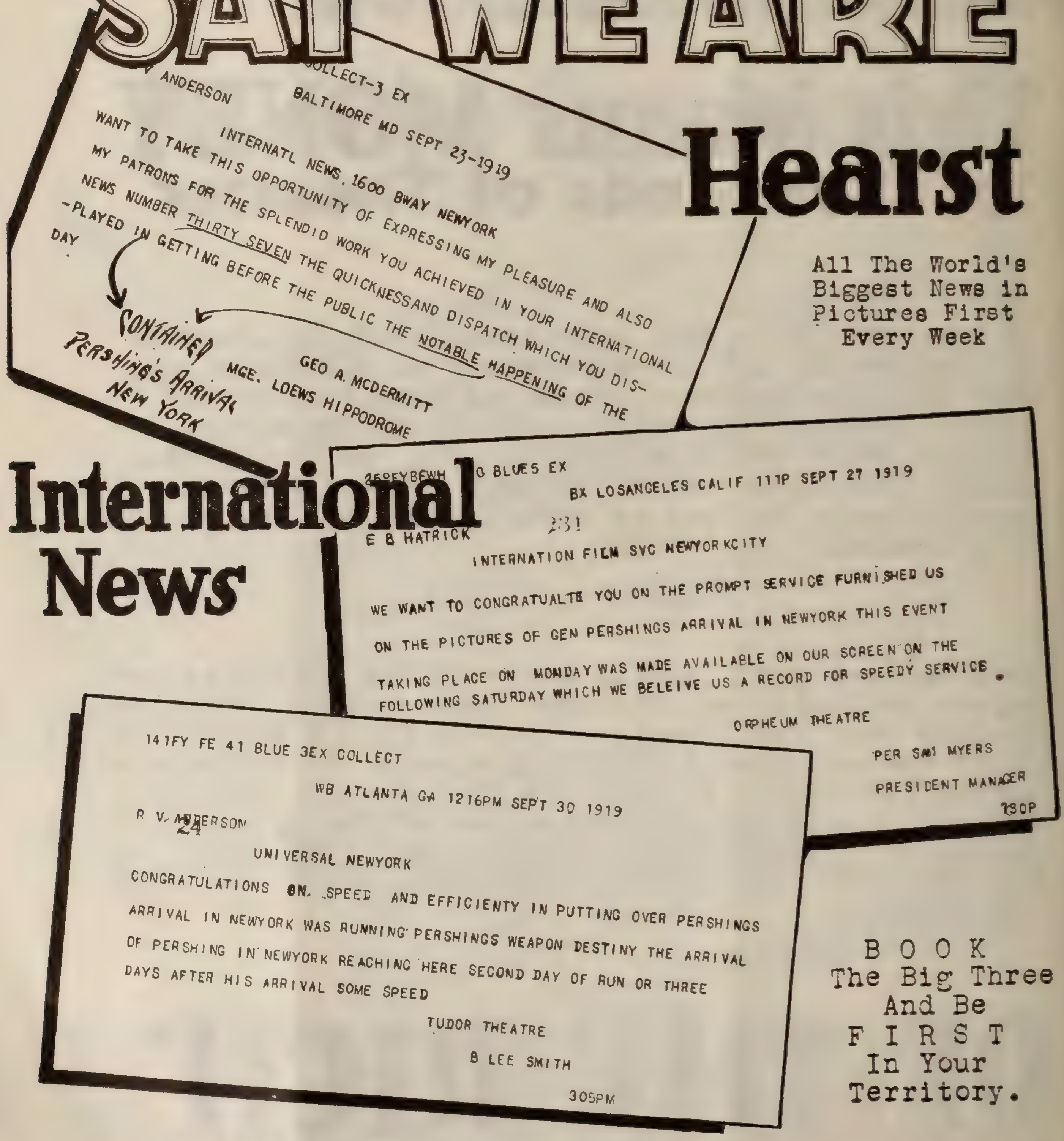
If you know of or have ever heard of Mr.E.C.Bostick of the Merrill and other theatres in Milwaukee, you know that his judgment cannot be surpassed in the entire field of the exhibiting end of the moving picture business. READ WHAT HE DID. He booked "A LITTLE BROTHER OF THE RICH"--and shelved another picture to do it, and he described it as "one picture in a Hundred."

Then he took a big costly space in the Milwaukee newpapers and told the Milwaukee public about this picture stating over his signature that-"A LITTLE BROTHER OF THE RICH" was entitled to WEEKS of advance advertising and asking the public to take his word for it. THEY DID. He cleaned up and gave Milwaukee one of the finest pictures in years. FOLLOW HIS LEAD AND DO THE SAME THING, but, to SEE and KNOW how big this production really is, -

OF THE RICH"

Universal Special Attractions

EXHIBITORS SAY WE ARE



V ANDERSON COLLECT-3 EX

BALTIMORE MD SEPT 23-1919

INTERNATL NEWS, 1600 BWAY NEWYORK

WANT TO TAKE THIS OPPORTUNITY OF EXPRESSING MY PLEASURE AND ALSO MY PATRONS FOR THE SPLENDID WORK YOU ACHIEVED IN YOUR INTERNATIONAL NEWS NUMBER THIRTY SEVEN THE QUICKNESSAND DISPATCH WHICH YOU DIS-PLAYED IN GETTING BEFORE THE PUBLIC THE NOTABLE HAPPENING OF THE DAY

CONTAINED PERSHING'S ARRIVAL NEW YORK

GEO A. MCDERMITT
MGE. LOEWS HIPPODROME

358FYBEWH O BLUES EX

BX LOSANGELES CALIF 111P SEPT 27 1919

2:31

E B HATRICK

INTERNATION FILM SVC NEWYORKCITY

WE WANT TO CONGRATUALTE YOU ON THE PROMPT SERVICE FURNISHED US ON THE PICTURES OF GEN PERSHINGS ARRIVAL IN NEWYORK THIS EVENT TAKING PLACE ON MONDAY WAS MADE AVAILABLE ON OUR SCREEN ON THE FOLLOWING SATURDAY WHICH WE BELEIVE US A RECORD FOR SPEEDY SERVICE.

ORPHEUM THEATRE

PER SAM MYERS

PRESIDENT MANAGER

130P

141FY FE 41 BLUE 3EX COLLECT

WB ATLANTA GA 1216PM SEPT 30 1919

R V ANDERSON

24

UNIVERSAL NEWYORK

CONGRATULATIONS ON SPEED AND EFFICIENTY IN PUTTING OVER PERSHINGS ARRIVAL IN NEWYORK WAS RUNNING PERSHINGS WEAPON DESTINY THE ARRIVAL OF PERSHING IN NEWYORK REACHING HERE SECOND DAY OF RUN OR THREE DAYS AFTER HIS ARRIVAL SOME SPEED

TUDOR THEATRE

B LEE SMITH

305PM

Hearst

International News

All The World's
Biggest News in
Pictures First
Every Week

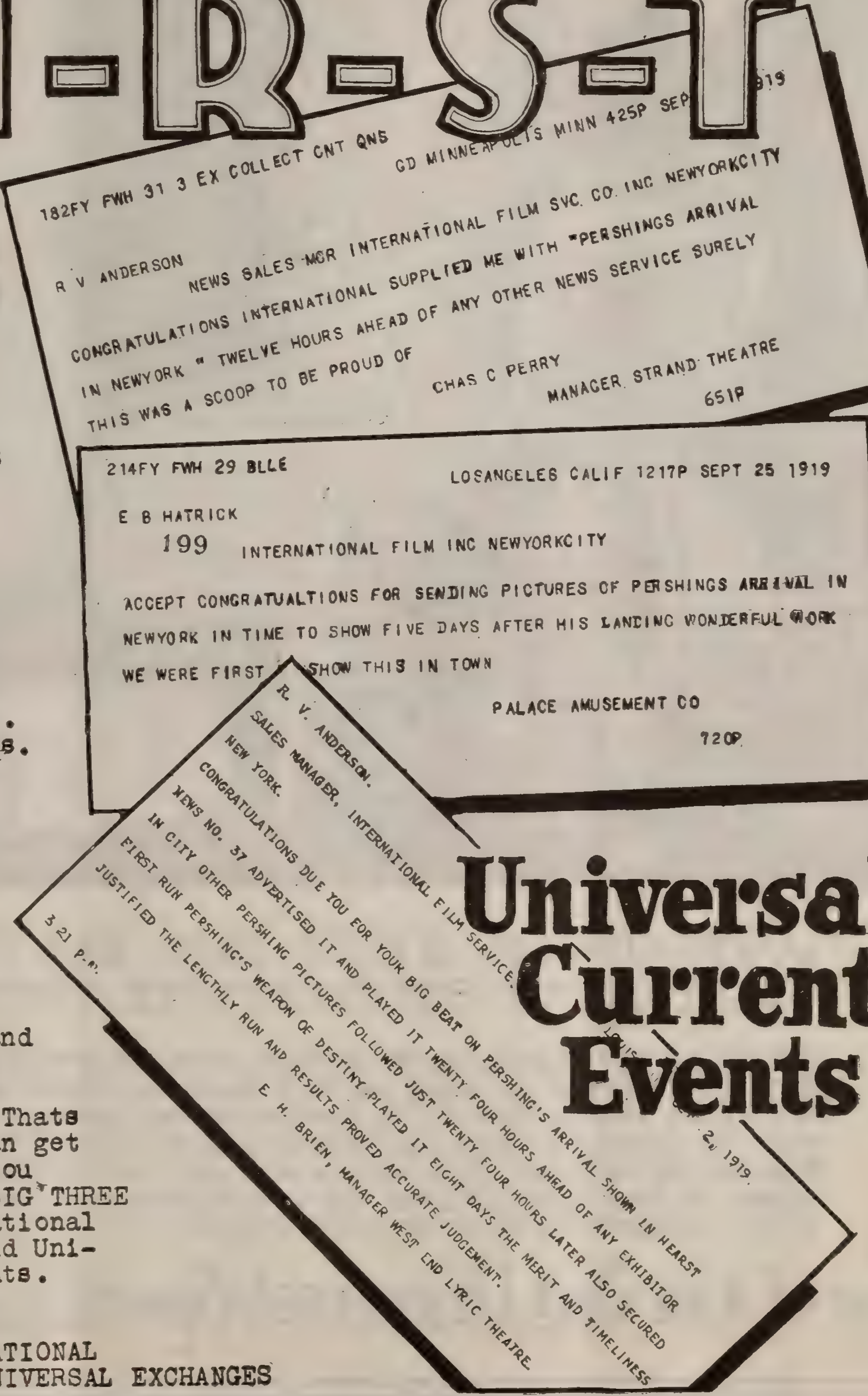
BOOK
The Big Three
And Be
FIRST
In Your
Territory.

THEMSELVES F-I-R-S-T

News

It's one thing to talk about yourself as being first in news weekly scoops as some do and it's quite another thing to have your customers who use and pay for your goods wire you their extreme satisfaction on your being first. Read these telegrams. Notice that we were 24 hours ahead of all competitors. Read what exhibitors THINK of that kind of service. They THINK and feel that way because they understand what it means to be FIRST, scooping all their competition. Thats the prestige YOU can get for YOUR house if you book and show THE BIG THREE every week. International News-Hearst News and Universal Current Events.

PRODUCED BY INTERNATIONAL
RELEASED THRU 66 UNIVERSAL EXCHANGES



182FY FWH 31 3 EX COLLECT CNT QNS GD MINNEAPOLIS MINN 425P SEP 919

R V ANDERSON
NEWS SALES MGR INTERNATIONAL FILM SVC CO INC NEWYORKCITY

CONGRATULATIONS INTERNATIONAL SUPPLIED ME WITH "PERSHINGS ARRIVAL IN NEWYORK " TWELVE HOURS AHEAD OF ANY OTHER NEWS SERVICE SURELY THIS WAS A SCOOP TO BE PROUD OF

CHAS C PERRY
MANAGER STRAND THEATRE
651P

214FY FWH 29 BLLE LOSANGELES CALIF 1217P SEPT 25 1919

E B HATRICK
199 INTERNATIONAL FILM INC NEWYORKCITY

ACCEPT CONGRATUALTIONS FOR SENDING PICTURES OF PERSHINGS ARRIVAL IN NEWYORK IN TIME TO SHOW FIVE DAYS AFTER HIS LANDING WONDERFUL WORK WE WERE FIRST SHOW THIS IN TOWN

PALACE AMUSEMENT CO
720P

LOUIS
2, 1919.

R. V. ANDERSON.
SALES MANAGER, INTERNATIONAL FILM SERVICE.
NEW YORK.

CONGRATULATIONS DUE YOU FOR YOUR BIG BEAT ON PERSHING'S ARRIVAL SHOWN IN HEARST NEWS NO. 37 ADVERTISED IT AND PLAYED IT TWENTY FOUR HOURS AHEAD OF ANY EXHIBITOR IN CITY OTHER PERSHING PICTURES FOLLOWED JUST TWENTY FOUR HOURS LATER ALSO SECURED FIRST RUN PERSHING'S WEAPON OF DESTINY PLAYED IT EIGHT DAYS THE MERIT AND TIMELINESS JUSTIFIED THE LENGTHLY RUN AND RESULTS PROVED ACCURATE JUDGEMENT.

E. H. BRIEN, MANAGER WEST END LYRIC THEATRE.

3 21 P.M.

Universal Current Events

CARL LAEMMLE OFFERS THE GREA
"LO
ARTHUR S

"LOOT" IS THE STORY THAT HAS THRILLED MILLIONS OF SATURDAY EVE.POST READERS

"LOOT" is the thrilling melodrama that made millions of people lose their sleep sitting up with eyes and brain glued to this wonderful story. "LOOT" is the Universal Special Attraction that is going to draw capacity for your house. "LOOT" is the Special Attraction that will stand up for you for a run of three to four days. "LOOT" is the mighty play that shows one of the greatest scenes in film history.

One of the Big Universal Special Attractions

A DRURY LANE TYPE OF BIG MELODRAMA THAT WILL JAMPACK YOUR HOUSE

This story has been read by millions and told to millions more. Written by the famous Arthur Somers Roche of Saturday Evening Post fame, it is the exact type of story that draws capacity audiences and sends them away satisfied and thrilled. What more could you possibly ask for in a photoplay feature? YOU can see for yourself just how big this special attraction is at any Universal Exchange. We urge you to review it privately today.

ow bringing home the coin to all Theatres

SYNOPSES

J.J. Corbett in
"THE MIDNIGHT MAN"

"THE BLAZING TORCH"
Episode 10

By almost super-human effort the Midnight Man disengages himself from the bonds which held him, and escapes from the watery fate which Morgan had planned. A note to Nell reassures her as to Jim's safety, and at the same time informs her father that the Midnight Man has again escaped.

In the attempt to discover the identity of his parents Jim now visits the house of John Morfett, a wealthy inventor, but a telephone message from the White Circle Gang informs Morfett that the Midnight Man is cracking his safe, and it is with the extremest difficulty that Jim escapes the trap which is set for him. In the disturbance Morfett himself is struck down. The gang leaves the Midnight Man's gloves and revolver beside the dead body of the inventor to make it look like a crime, then they summon Arnold. Jim who had been locked in the laboratory by Morfett had cut through the window bars with an acetylene torch, used by the inventor, and when Arnold finally broke in, Jim shot out the light and escaped through the hole he had cut in the bars.

The next night Nell and Arnold keep a mysterious appointment. They are surprised to meet the Midnight Man, who offers to find the murderer of Morfett and turn him over to justice, at the same time clearing his own name from the crime. He takes them to a lonely house in the country and there holds up the White Circle Gang, while Arnold and Nell look on from their hiding place. but the Midnight Man is over-powered and tied to a post. In laughing derision Spike confesses to the murder of "the old geyser". Arnold and Nell have heard the confession and rescue Jim, but in attempting to cross the street to the next house on a ladder, he is discovered by the gang, and one of the men rushes out and tumble Jim and the ladder off the roof.

-ooOoo-

"ROMEO AND JOLLY JULIETS"

CENTURY TWO-REEL COMEDY
Copyright 1919 Century
Comedy Co.

Story by William Watson

Directed by William Watson

Thimothy Clover, a farmer, has invented a milking machine which makes six cows give milk like sixty because of its connection with a deep well. He saves labor and has an eye for the beautiful in spite of his wife.

In the midst of their bucolic happiness nemesis arrives in the shape (accent on the "shape",) of a bevy of Campfire girls who proceed to disport themselves in the swimming hole of Thimothy's farm.

Thimothy gets an eyeful of the bewitching beauties and is compelled to sleep in the hayloft.

A violent storm drives the girls to the very same hayloft. Thimothy has been used to sleep with the chickens before but the Plymouth Rock Variety and not the Campfire brand.

In the morning he discovered that he was a sultan but didn't know it. The wife, at day-break decides to investigate the extraordinary noises emenating from the barn, picks up a lamp and goes to it. In the hayloft she drops the lamp, sets fire to the barn and then the fun begins.

UNIVERSAL CURRENT EVENTS

NO. 41

"Regulars Rule Gary in Great Steel Strike Crisis".
Gary, Ind.
"Columbia Gives Degree to Cardinal Mercier".
New York City.
"France Honors America on St. Mihiel Day".
"Short of Sugar"?
"German Prisoners Held by Allies Return Home".
Tottingen, Germany.
"Crowds Hear Senator Johnson Speaking Against League".
Los Angeles, Cal.
"Father Knickerbocker a Model Daddy".
Brooklyn, N.Y.
"Daring Flyers Start on Trans-Continent Aeroplane Race".
Mineola, L.I.
"Albert of Belgium as a Locomotive Engineer".
Toldeo, Ohio.

-ooOoo-

"NEW SCREEN MAGAZINE"

No. 35

With the war, new honors came to a tribe of feathered warriors. One of J. Saunders loft of Homing Pigeons received the Croix de Guerre, and New Screen Magazine #35 shows his method of training, and a number of his protegees. Dame Courtesy shows you how a napkin is used in polite society; while the descendants of Pocahantas are shown at the Haskell Institution learning the modern arts of the housewife. The Magazine introduces a new feature in the "Adventures of Cinema Luke", produced under the direction of Leslie Elton. The process is a new one in that it shows the artist and his creation in an amusing duet all action. Our chemist shows a new and safe way of making mirrors; while Lillian Russell tells you how to remove freckles. The Magazine ends with a Futurist Movie of General Haig.

Easily one
of Monroe
Salisbury's
best plays
To date.
Elaborate
Scenic effects

A beautiful love
story and rare
settings and
wondrous backgrounds - A feature
you can "play up"
See it.

It's a Universal Special Attraction

SPECIAL AT

That will make a Hit —

Mary MacLaren

"THE PETAL ON THE CURRENT"
"THE WEAKER VESSEL"
"THE UNPAINTED WOMAN"
"THE AMAZING WIFE"

Here are four splendid pictures of a popular type which is coming to be known as "Mary MacLaren's Own". In each of these famous four she has a problem to solve--in each is the fullest opportunity for the appeal of her personality--in every one she is splendidly supported by Cast, Story and Setting. These are the pick of her past pictures--play every one that you haven't shown.

"BARE FISTS"
"RIDERS OF VENGEANCE"

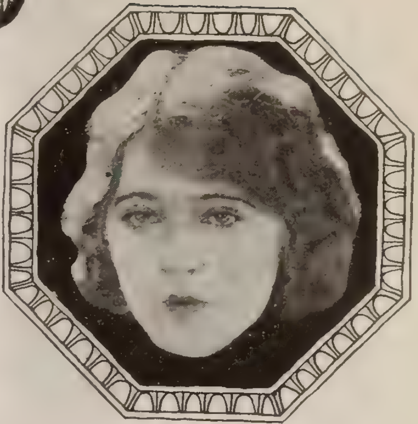
Harry Carey

Out of several Careys--all of them action-ful, galloping, whirlwind westerns--we have chosen two of recent release that you must surely show. In "BARE FISTS" Carey plays one of those universally appealing parts--that of the man who refuses to kill--while in "RIDERS OF VENGEANCE" he does the grim and deadly as the grim and deadly have never been done by any other actor in our recollection. If you haven't shown them, show them now. You won't find any better pictures of this kind--and you won't find the Carey grin anywhere but in Carey pictures.

TRACTIONS

Anywhere at Any Time

"THE DELICIOUS LITTLE DEVIL"
"WHAT AM I BID?"



Mae Murray

When you show a Mae Murray you show something that can't be imitated. The first of these two made a tremendous hit because of the delightful comedy strain in the wild little Irish dancer who claimed a duke as her husband --only to have the unknown duke appear and claim her. The other won all hearts because of its great heart appeal--an orphan mountain girl auctioned off to the highest bidder. "What Am I Bid?" also has some of the most marvelous outdoor settings ever given any picture. Play them both. They're the best of her latest. You are sure to please.

"THE SLEEPING LION"
"THE LIGHT OF VICTORY"

The first of these selected Salisbury's is one of those wonderful character pictures in which he is pre-eminent--the other is a highly emotional role with a really tremendous ending. We offer them as worthy of any theatre in the land in every detail that makes fine entertainment.

Monroe Salisbury

"FIRE FLINGERS"

One of the most unusual photodramas that Rupert Julian, producer of only the artistic, ever directed. And in "THE FIRE FLINGERS" Director Julian also plays both male leads. Its plot makes it one of those pictures that people can't forget-can't help talking about. And Julian's acting is superb.

Rupert Julian

A DESERVED TRIBUTE

Unusual tributes to "The Right to Happiness" are the rule and not the exception. It was no surprise, however much of a gratification it might be, to read this remarkable critique in the Chicago Evening American by Herman De Vries, its internationally famous music critic.

A word of praise from Herman De Vries is worth a full full page advertisement to the music artist. The minor premise lay in the fact that "The Right to Happiness" was provided with a musical accompaniment by M. Winkler, which too won high praise from all the New York photoplay critics and which was so well adapted to all the needs of the picture that the manager of the Olympic Theatre in Chicago had engaged a large and carefully selected orchestra to interpret it.

These two facts suggested the invitation to Mr. De Vries to review the production as a matter of interest to him from a music standpoint. Mr. De Vries may have liked the music, but he utterly forgot that he came in the capacity of a music critic. Just see what he wrote.

"The Right to Happiness" is a picture worthy the epoch in which we live. I hail it the epitomized lesson to all humanity of the aftermath of this war.

It is as the word of the Christ interpreted through the travail and problems of our present social and economic existence.

It offers the simplest readjustment of economic unrest - that simple way out, which alas! the race never seems to see.

"The Right to Happiness" begins with the thrill of universal human feeling and ends with a throb of passionate sacrifice in the interest of this same human brotherhood of man that makes the leit-motif of the scenario.

Do not let me frighten you into thinking that the picture is only a dry, didactic appeal urged by some fanatic of socialism. On the contrary,- it is a cinema of life - and life is never dull. The underlying theme - the ever-recurrent suggestion that humanity can survive only by love, tolerance, by an effort toward sympathetic comprehension and co-operation, is illustrated by a variety of fascinating incident.

You will understand when I tell you that the story opens with a raid in the Jewish quarter of a Russian city during which a wealthy American's homes is destroyed and his twin child daughters separated in the debacle. The one is found by her father - the other grows up in the hot-bed of Bolshevism and becomes a leader sent to America to scatter the propaganda of discontent among the workers.

Dorothy Phillips handles this double role with the sensibility, the intelligence, the emotional intensity of the real "grande tragedienne". Very cleverly done is her sharply contrasted drawing of the two characters - Dorothea the passionate mouthpiece of the "Rights of man", and Vivian the butterfly-product of her milieu, whose eyes are gradually opened to world truths and problems by the earnest young factory foreman. I would like to christen Miss Phillips the American Nazimova of the screen.

HERMAN DE VRIES

If I do not mention each actor at length it is because of lack of space, but each deserves his word of individual praise. However, one does not attempt to criticize details of histrionism or mounting where all is superb.

In fact the story itself is so absorbing that one loses all sense of stage realities as it unfolds. This picture should be universally displayed. It should be given in great factories, in schools, in public halls where admission is free.

It is the lesson of lessons for all the world. It is the handwriting on the wall, pointing to the day when capital and labor must at last meet for a final understanding - and it points the way to a bloodless solution if we will only give ear.

You will leave the Olympic better men and women for the seeing - if you will see with the eyes of your heart - and you will not be ashamed of your tears. I was not ashamed of mine, for every eye was reddened with weeping. Just because I am music reporter, I must add that there is an excellent orchestra of fifteen musicians, among whom I recognized at the concert-master's desk Mr. Menken of the Chicago grand opera forces. The men are very well led by C.J. Bjornson.

CARL LAEMMLE *Offers*

FRANK MAYO *in*

THE GREAT DRAMATIC THRILLER

The BRUTE BREAKER

It's A Universal Special

A Dramatic and Scenic Marvel - Book thru any Universal Exchange

You MUST see the advance episodes
"THE GREAT RADIUM MYSTERY" to appre
ate how huge and how big this new
versal Serial really is. DO THIS.
all the advertising you read in the
trade papers on serials and "can"
all. Then DEMAND a showdown from se
producers by seeing the serial your
THEN DECIDE. It's 100 to 1 you'll
for "THE GREAT RADIUM MYSTERY" firs

NOW BOOKING THRU SI

Serial Box Office Winner

UM MYSTERY”

CLEO MADISON and BOB REEVES

our exchange will supply you with
campaign of ready prepared adver-
ising that has never been seen
efore on serials. More ads in great-
r variety and bigger punches, also
ore other advertising helps and
rops, to enable you to make "THE GREAT
ADIUM MYSTERY" an 18 week sure fire
uccess. Produced by the Pacific Pro-
ucing Co. Los Angeles. Released for the
U.S. and Canada by the Universal.

SIX UNIVERSAL EXCHANGES.

This is one of the twelve great Plays of the

STAGE WOMANS' WAR RELIEF SERIES

THE OTHER ELEVEN ARE AS FOLLOWS

David Belasco -
in
"A STAR OVER NIGHT"

Cyril Maude
and
Violet Heming -
in
"WINNING HIS WIFE"

Maclyn Arbuckle -
in
"THE MITE OF LOVE"

Robert Edeson
and
Mabel Taliaferro -
in
"SHE'S EVERYWHERE"

Wm. Courtenay
and
Jane Grey -
in
"THE INNER RING"

Constance Binney,
Otis Skinner,
Henry Miller,
Blanche Bates,
Flo. Ziegfield
and
Daniel Frohman -
in
"TOM'S LITTLE STAR"

Galli-Curci,
Holbrook Blinn
and
Jeanne Eagles
in
"A MADONNA OF THE SLUMS"

Julia Arthur
and
Master Ben Grauer
in
"HIS WOMAN"

Nance O'Neil
and
Tyrone Power
in
"THE MAD WOMAN"

--ooOoo--

CARL LAEMMLE has the honor of presenting

THOMAS WISE AND GAIL KANE in ROMEO'S DAD

By CALDER JOHNSTONE

THIRTY TWO FAMOUS STARS

NOW BEING BOOKED THRU ALL UNIVERSAL JEWEL EXCHANGES

in twelve de luxe plays. Now being shown in the largest and finest first run theatres everywhere in America. These are unusual productions with Stars never before in Pictures. The greatest assemblage of Stars in the entire history of Motion Pictures.

SYNOPSES

"A POPULAR VILLAIN"

Rainbow Two-Reel Comedy
(Copyright, 1919 Lko
Motion Picture Ko)

Mrs. Terry Bell understood figures thoroughly, when it came to inspecting hubby's pocket - but lo! and behold! a wicked mousetrap catches poor wifey's finger when she digs for gold in hubby's trousers. Hubby awakens with the screams of his wife and gives her the ha! ha! He shows her where he had hide his money. She begs forgiveness and gets all the money she wants.

Their chief cook and bottle-washer, Charlie from the Orient, is doing the daily wash of dishes on the washboard, when the call for breakfast comes in. He gets breakfast ready and gives hubby his morning "spirits".

Hubby departs for business, forgets something and returns to his house. He sees his wife making love to the chinaman behind the curtain, and rushes in infuriated at his wife and the chinaman. Charlie escapes to the roof, but not before hubby discovers his whereabouts. A wild chase over housetops follows, and Charlie lands in the park where some film company is trying to take a picture. The leading character doesn't act right and is fired, with tha that Charlie runs in acts natural not knowing he is being photographed. The director is tickled pink with his new found lead and everything is running smoothly again, when hubby comes on the scene. He bribes one of the extras, takes the ~~p~~ place of the fellow who is supposed to beat Charlie in the play, and beats him unmercifully. The director is very enthusiastic over the wonderful acting, but Charlie discovers who his assailant is and runs out of the scene. All land in the water, and when they have been saved, the director hires them for "reel" acting.

"THE RANGER OF PIKES PEAKE"

Two-reel Western Drama

CAST.

Cirius Andrews
Fritzie Ridgway
Jim Haley.....Herbert Hayes
Henrick Ward..Harry Schumm

Cirius Andrews is at a health resort in Colorado, so is Henrick Ward, a jewelry thief, posing as a tired business man.

At a picnic one day, Ward starts a fire. Jim Haley, a forest ranger, orders the fire put out, but Ward refuses to extinguish the blaze. A fight ~~ensues in which the ranger is victorious.~~

One afternoon a woman guest announces that some of her jewelry has been stolen, she had glimpsed a woman escaping out of the window.

Ward, who disguised himself as a woman, after escaping from the window hides his disguise and loot under the back seat of his car.

Realizing that the trail is getting hot, Ward manages to slip the necklace into the pocket of Cirius' coat, leaving one end hanging out. Cirius is amazed to find herself accused of the robberies. A servant phones for the sheriff, but finds that he is out.

Jim disguises himself and rides back to the hotel, covers the guests and servants with his gun and snatching Cirius up rides off. But Ward has observed the peculiar spurs and has recognized them as Jim's. He rides to Jim's cabin.

Jim back at the hotel enters Ward's room but finds himself surrounded and is forced to surrender.

Ward, meanwhile, has made his way to Jim's cabin and there finds Cirius.

The quests believing that Jim is Cirius' confederate, determine to search his cabin for the loot, and they ride off leaving Jim under guard.

Knowing that they will discover Cirius he escapes in Ward's car.

Nearing his cabin, something goes wrong with the car and he starts to investigate. Pulling up the back seat, he finds Ward's disguise and the loot. Then suddenly hearing a scream, he rushes on arriving in time to save Cirius from Ward. Seeing the posse ride up, he forces Ward to don the disguise he had taken from the automobile.

The guests burst in and a are amazed to find Jim and two women. Jim laughingly points to Ward, and then snatching off his coat, hat and wig, tells them that he is the thief. He hands over the jewels to their owners as the guests depart with Ward a prisoner,

SCREEN MAGAZINE #36

Unbombing bombs is no job for a nervous man, as Inspector Owen Eagen of the New York Fire Department, will testify, having lost a finger in action, despite his care and resourcefulness. Some samples of the sweet little things are shown in this weeks Screen Magazine, and then we switch from the great to the near great and are introduced to Jacob Hysler, barber, who has shaved five presidents: Grant, Arthur,McKindley, Roosevelt and Taft. Lillian Russell this week gives us a lesson in the care of the feet; our chemist gives us some cold facts on the hot subject of flame; we are shown Charlie the Elephant of the Central Park zoo, getting his semi-annual bath; and an animated clay cartoon and a futurist movie of Harry Carey complete this issue.

The Biggest Box Office Serial

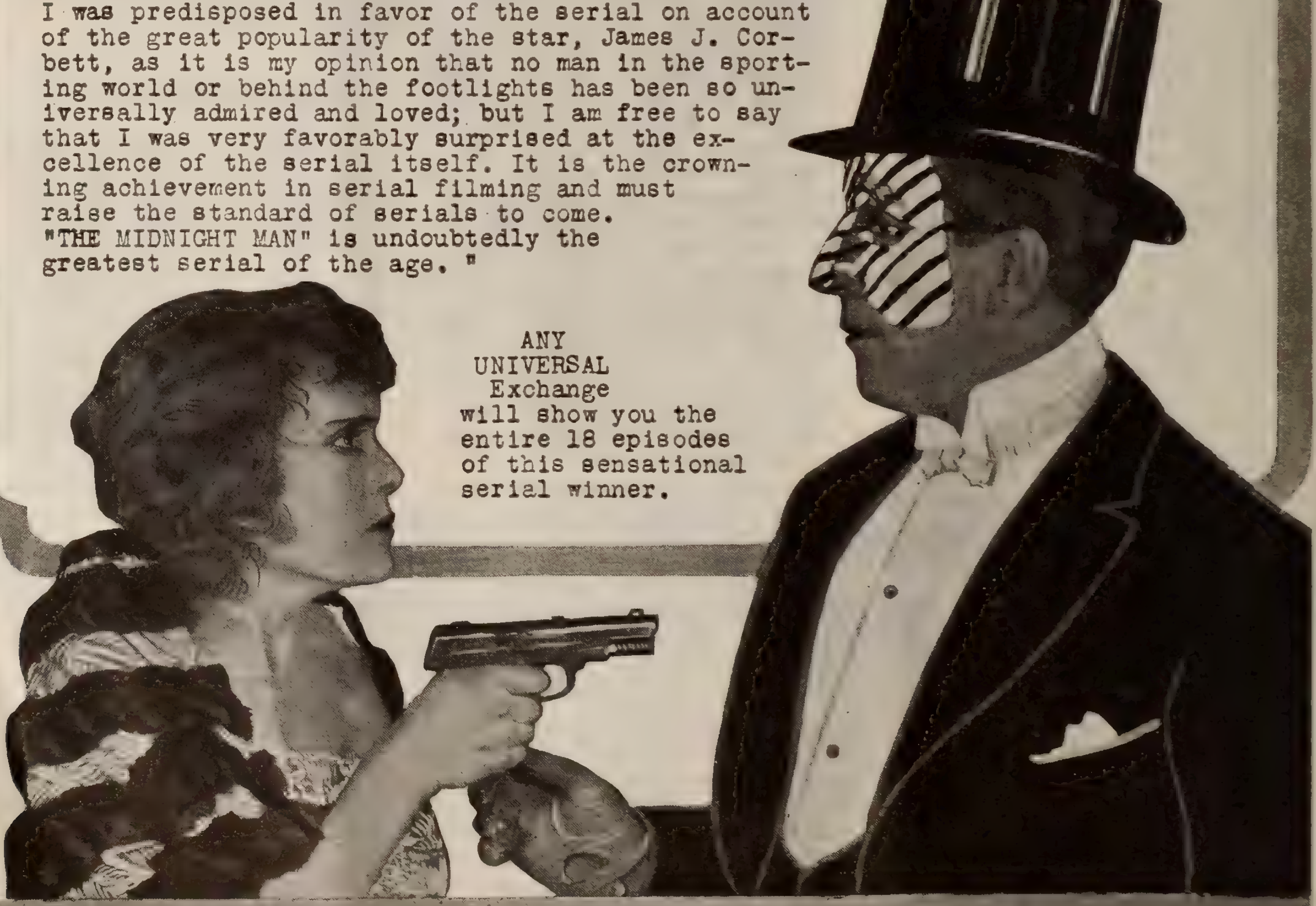
JAMES J. CORBETT

in the highest-class serial ever filmed

"The Mid-Night Man"

of which, Mr. Merle Davis, General Manager of the Ansonia Amusement Co., Butte, Mont., controlling five theatres said ---

"After witnessing a showing of three most remarkable episodes of "THE MIDNIGHT MAN" starring James J. Corbett, I immediately decided to book the serial for our five theatres, viz: Grand Theatre, Great Falls, Marlow Theatre, Helena, Ansonia Theatre, Butte, Margaret Theatre, Anaconda, Liberty Theatre, Missoula. I was predisposed in favor of the serial on account of the great popularity of the star, James J. Corbett, as it is my opinion that no man in the sporting world or behind the footlights has been so universally admired and loved; but I am free to say that I was very favorably surprised at the excellence of the serial itself. It is the crowning achievement in serial filming and must raise the standard of serials to come. "THE MIDNIGHT MAN" is undoubtedly the greatest serial of the age."



ANY
UNIVERSAL
Exchange
will show you the
entire 18 episodes
of this sensational
serial winner.

SYNOPSES

"WHO'S HER HUSBAND"

Lyons-Moran Star Comedy

CAST

EDDIE..........EDDIE LYONS
LEE..........LEE MORAN
MILDRED......MILDRED MOORE

M Mildred Moore has made plans with her two sweethearts that the first to arrive on the set night will be the lucky man to elope with her. We find Eddie on foot doing the hundred in nine and three fifths seconds but Lee comes in a Ford, arriving before Eddie, but the delay in getting the ladder up gives Eddie time to arrive as Lee starts up the ladder.

Eddie jerks him down and beats him to it. Mildred accepts Eddie and the elopement is about to proceed when Lee climbs in and finding he is late, breaks down and cries, so timid little Mildred agrees to take Lee along.

Lee has addressed a letter to Mildred's father earlier i in the day and has arranged to have a parson on a certain corner to meet him while enroute, so all this goes to Help Eddie cinch the bargain, by using Lee's parson and his auto.

Arriving at the Tiltmore Hotel Eddie, finds Lee paying too much attention to his wife.

Then father arrives, having been forewarned by Lee's letter and he scours the hotel until he finds Lee just taking cover in a camphor chest. The chase starts and then by mistake all meet in the same room, father, Eddie and Lee not knowing that Mildred is in hiding in the camphor chest. Father thinking Lee has married his daughter proceeds to beat him up, and Eddie interrupts between punches to tell father that he has saved his daughter from marrying that man. Father is delighted, congratulates Eddie, and asks of him how he did it, and foolish little Eddie has to tell him "Why, I married her myself.

------ooOoo--------

"THE TELL TALE WIRE"

2 Reel Western Drama

CAST

MARY........JOSEPHINE HILL
STEVE.......HOOT GIBSON
PETE........LEO PATTEE

A group of cowboys were peering in at Mary, the new telephone exchange girl, as Steve Larmon, known as the "Gobbler", on account of his stuttering speech, shoots rings around the crowd and gains a coveted position.

As Mary takes the night shift she is very nervous. In the bank, the cashier, reaches for his gun, shoots and kills him. Mary, in the telephone exchange, hears the shot.

The professor is sitting at his desk, when Steve enters. As he comes to the table he knocks the telephone over and says, "I killed him". He sees the telephone receiver is down and stutters, "The t-t-tel-telephone g-g-gi-girl must h-ha-have heard m-m-me". Mary has overheard and is wild with fear. A door bangs -she jumps to her feet. A window falls, blown down by the wind, and with a scream she rushes out into the street. The watchman blowing his whistle, people start running from all directions. Mary is frantic. She thinks the men are after her. She runs into Steve, but climbs into a truck that is just leaving, and hides. The Sheriff with a posse starts after the murderer, and insists that Steve join them.

Out in the country, Mary slips out of the truck and hides in a deserted barn. Pete and Joe turn up with a bunch of tough looking men. The Sheriff and his posse, divide. Mary is hidden in the loft. A comb falls out of her hair and drops at the feet of the bandits. Steve has seen the light in the barn and is approaching. Pete climbs up into the loft and seizes her. Steve hears her scream, looks in, and saves Mary, but is set upon by Pete. They fall through the loft onto the bandits below and a fierce fight starts. Mary escapes, rushes across country, meets the Sheriff, and tells him all. The bandits have been almost overpowered by Steve, when the Sheriff holds him up. Mary rushes in, points to Steve and says, "That is the man that murdered the bank cashier". Steve is dumbfounded, and explains that the words Mary heard over the telephone were only acting. He was taking lessons secretly from the professor to cure him stuttering, and was repeating lines of plays. The night watchman identifies Pete as the murderer.

Steve takes Mary home.

------ooOoo------

INTERNATIONAL NEWS #41

"Head on Engine Crash" Fresno, Cal.
"Celebrating the Birth of a Republic That Died A-borning, Vienna, Austria.
"Conference Assembled to Solve America's Labor Problem. Washington, D.C.
"Fireworks for Freedom". Berlin, Germany.
"Famous Lincoln Statue Unveiled in England". Manchester, England.
"Greek Meets Greek". Los Angeles, Cal.
"Prayers to Allah at Prison Camp Mosque".
"The Crusaders Return". London, England.
"Niagara's Splendors Awes Belgium Monarch".

Ever hear of such a thing?

READ what the Reliable Theatre, Milwaukee, Wis. says of ELMO LINCOLN and Grace Cunard in-"ELMO THE MIGHTY". Every hear of such a thing? Ever hear of ANY serial that did MORE BUSINESS than features costing $100. per day? Yet that's what -"ELMO THE MIGHTY" accomplished for the Reliable and thats what it's doing for hundreds and hundreds of houses all over the country. WHY? Because you get the Star of Tarzan Of The Apes" --and "The Kaiser, The Beast of Berlin"--You get popular Grace Cunard known to millions of movie fans. You get a thrilling story with tremendous action, and best of all--you can see the entire 18 episodes yourself BEFORE you book it. Communicate today with the Manager of your nearest Universal Exchange and let him show you what wonderful advertising props he has ready to enable you to clean up ever week for 18 straight weeks.

> "Yesterday I had the First Episode of "Elmo, the Mighty," and did more business than I have done with features costing $100 a day."
>
> RELIABLE THEATRE,
> Millvale, Pa.

ELMO THE MIGHTY

Now Booking Thru 66 Universal Exchanges and Playing Capacity in Hundreds of Theatres.

SYNOPSES

"The Great Radium Mystery"

Featuring Cleo Madison, Eileen Sedgwick and Bob Reeves.

Story by Frederick Bennett.

Directed by Bob Hill.

CAST

Ivis Pemberton (The Countess Nada)	Cleo Madison
Eileen Marston	Eileen Sedgwick
Frank Bird	Edwin J. Brady
Jack Turner	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Hawk	Robert Gray
The Rat	Gordon MacGregor
Sidney Marston	

Episode 2

"THE DEATH TRAP".

The mountain side is shattered, but Bob Preston succeeds in dragging Eileen to a momentary point of safety through deadly fumes and stifling smoke. The only way back is through the tunnel into the hands of their enemies. Suddenly the tank comes straight up the mountain side and they are both set free. The moment they are liberated, the tank disappears behind the barrage of its own smoke. Through the thicket come Bird's two henchmen, the Buzzard picks up Eileen and makes away with her while the other engages Bob in a terrific death struggle. Eileen tears lose from her captor and comes to Bob's rescue. All this time, Brownie, Eileen's faithful dog, who has been disconsolate over her disappearance picks up her scent and searches through the woods.

Frank Bird and Madame Nada hurriedly plan with the uncle to obtain the property for their government. Believing that the two owners and the two heirs are all out of the way the villians get the best of Bob and Eileen and drag them to a tool shed. Eileen's dog runs through the woods and sees Eileen through a hole in the shack. The Bussard hurries to Bird and calls him secretly out from the meeting and tells him that Eileen is his captive. Bird says, "Let the shack burn down and make her death look accidental."

They set fire to the shack and Eileen scribbles a note asking for help, and sends the dog away with it. Bob Preston sees the dog, reads of Eileen's pitiful plight and rushes to the rescue. He is trapped by the villians and thrown in the shack to share her terrible fate.

The dog sees Madame Nada rushing by in an automobile, leaps from a high bank into her speeding automobile and by tugging at her sleeve makes her turn and drive to Eileen's rescue, the dog leading. Eileen and Bob are still helplessly facing death, the flames creeping nearer and nearer. Eileen finds a trap in the floor and falls into a raging torrent.

"THE GREAT RADIUM MYSTERY"

Episode 3

"THE FATAL RIDE"

Eileen landed in a subterranean canyon and almost immediately was picked up by an irresistible flood of water. The countess Nada had opened the sluice gates and the current carried her to one of the hidden entrances of the mine shaft. Bob Preston was still in danger in spite of the alarm of his captors, but the Mystery Man rescued him again in his tank. Meeting the Countess Nada he told her that he had Preston safe in the tank but that Eileen was in terrible danger. And so she was, for directly in front of her lay a drop of one hundred feet and the Buzzard and the Hawk had espied her predicament. They were hurrying on their way to intercept her when the tank in full career pumped into the car in which they were riding with Bird and knocked it off the cliff. This enabled Preston to come to Eileen's rescue and with the aid of his lariat he let her safely down to the cabin below.

While Eileen was telling Bob about the half of the paper containing the directions and the key, the Buzzard unexpectedly appeared and grabbed the paper from Bob's hand while Bird and the Wolf captured Eileen. But the young girl was strong and lithe as a young catamount and with the agility of a squirrel bounded up the inclined runway and escaped to a hand car in which a workman was carrying a charge of dynamite to blow up the south trestle. It was a desperate trip. Should the car be derailed there was certain to be an explosion. Bird and the Wolf watched the car's rapid descent with evident relish.

Preston on the other hand met the Countess Nada again and she told him of a short cut across the mountain. On the way he encountered the Buzzard who was trying to intercept him but Preston had the drop on his antagonist and to his infinite relief, secured the precious half of the directions from the enemy. Coming out at the further end, he was just in time to drop on the handcar beside Eileen. Their principal anxiety now was to stop without firing the dynamite. Suddenly the end of the line loomed up and still the car was making about thirty miles an hour. A terrible fate awaited them.

CARL LAEMMLE, OFFERS

MARIE WALCAMP

IN THE FAMOUS

"SPUR AND SADDLE" STORIES

DIRECTED BY JACQUES JACCARD

His Drawing Power is Increasing Daily

BOOK AND BOOST THE GREAT

EDDIE POLO

In His 10 Wonderful
CYCLONE SMITH STORIES

The only test worth a tinker's dam on two reel feature subjects is COMPARISON. Comparison eliminates "bunk"--sidesteps salesmen's palaver--and guarantees you the genuine instead of the imitation. Thats why we urge you to SEE these splendid CYCLONE SMITH STORIES featuring the great POLO. You will instantly "warm up" to the class and quality of these two-reelers., They are simply great. Each a complete story by itself. Showing all the stories now sets the stage for you for POLO'S tremendous new serial staged on two continents, the first time in serial history.

"Youre afraid to shoot you yellow pup."

Fearless Polo
Hercules of the Films
Your best Bet
Play every Polo Picture

WATCH AND WAIT FOR POLO'S TREMENDOUS NEW SERIAL PRODUCTION

READ THIS ------
And They're Still Coming----

GEM THEATRE
Merrillan, Wis.

Universal Film Exchanges, Inc.
Minneapolis, Minnesota.

Gentlemen:

Well, I have shown "THE HEART OF HUMANITY" and to begin with it is a wonderful production, safe to say, the greatest of all times. I had wonderful weather in the first place and filled the house on all three nights. Capacity business every night, and incidentally made a nice "wad" of money. By Gosh, Mr. Bryson, I tell you sincerely "THE HEART OF HUMANITY" is a "whopper" and the one great thing about it--it is not too big for the small town, yet great enough for the big town. An exhibitor that has some pep to him and wants to give the patrons something out of the ordinary should play it.

Yours very truly,
C. W. ANDERSON

Carl Laemmle presents

Dorothy Phillips

in

"THE HEART of HUMANITY"

Allen Holubar's Super-production

"The Picture that Will Live Forever"

The MO ICTURE
EKLY

CHARLOTTE MERRIAM
SUPPORTING
EDDIE LYONS & LEE MORAN

VOL 9. NO 13.
NOV. 15. 1919.

Mildred Harris Chaplin

in

FORBIDDEN

LOIS WEBER'S ARTISTIC TRIUMPH

Perhaps this title will draw more women than men--forbid a woman something and it promptly becomes fascinating. The dramatic picture of a happy little poor girl who becomes an unhappy rich wife--until she finds that it was for her own good that something was forbidden . Never was Lois Weber more artistic--or Mildred Harris half so appealing.

UNIVERSAL
Jewel
1600 Broadway, New York

Read!

the unusual things
said by the trade's
best critics as to the
box office value of
Carl Laemmle's
offering—Von Stroheim's
Wonder-play

"BLIND HUSBANDS"

A UNIVERSAL-JEWEL
PRODUCTION DE LUXE

Read!

"ONE HUNDRED PER-CENT"

"The STORY is unique. The Picture is gripping. As an entertainment 'BLIND HUSBANDS' is One Hundred per-cent. A masterpiece."
Harrison's Reports

Before his very Eyes

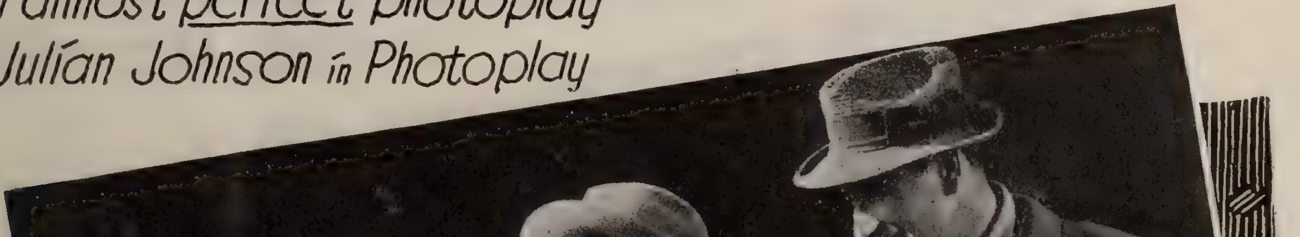
"BLIND HUSBANDS"

Read!

"This is one of the three best plays I have seen this year. I only wish I had space to discuss a masterpiece as becomes a masterpiece.....It is convincing throughout. The simulation of the Tyrolean Alps is almost beyond belief. An almost perfect photoplay"

Julian Johnson in Photoplay

A MASTERPIECE!



"On the Alps there is no Sin."

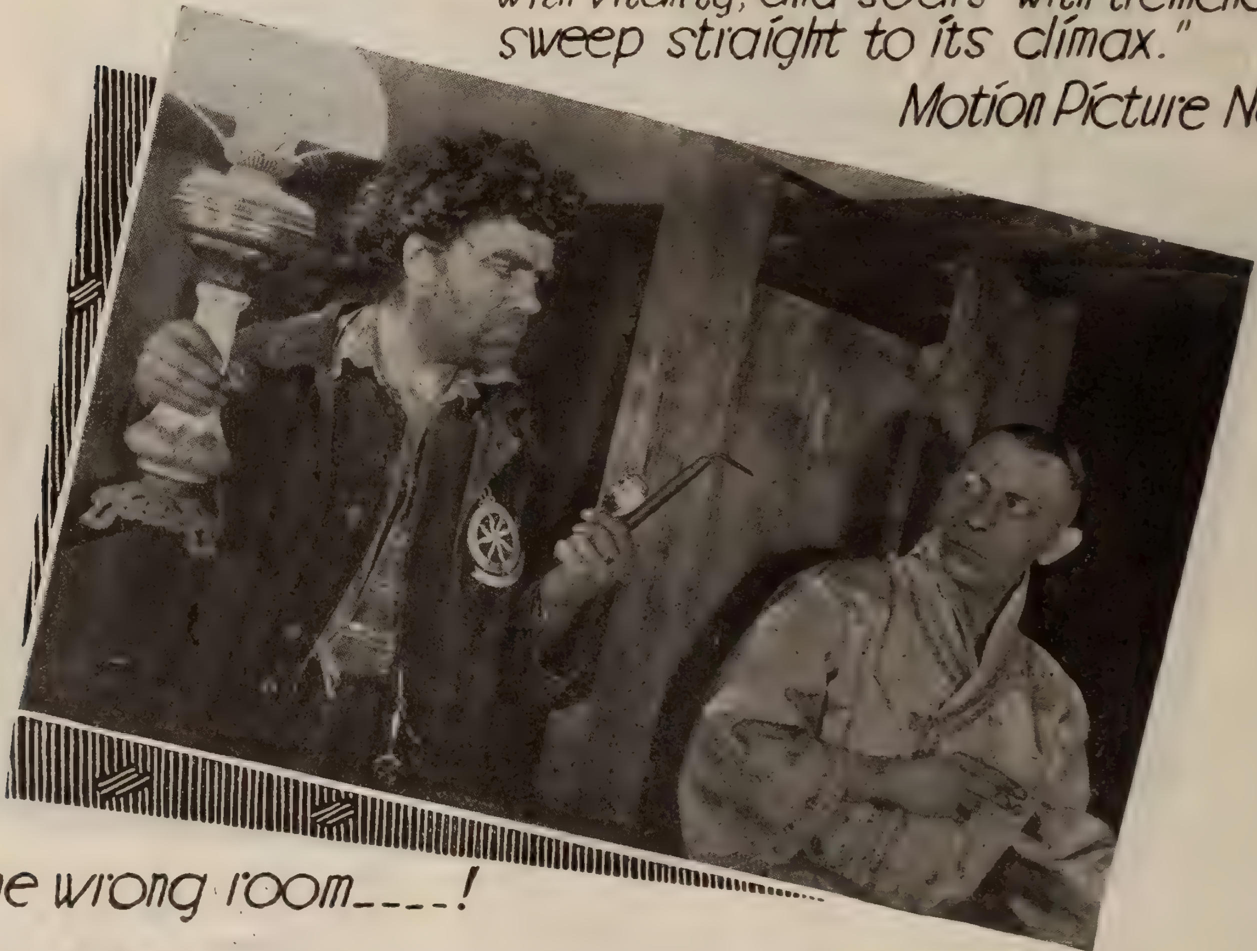
BLIND HUSBANDS

Read!

VITAL !
LIFELIKE !!
TREMENDOUS !!!

"A creation that looms up as one of the best things ever conceived. It is always lifelike in plot and characterization. The action is intensity itself and the suspense is at times overpowering.---It throbs with vitality, and soars with tremendous sweep straight to its climax."

Motion Picture News



The wrong room----!

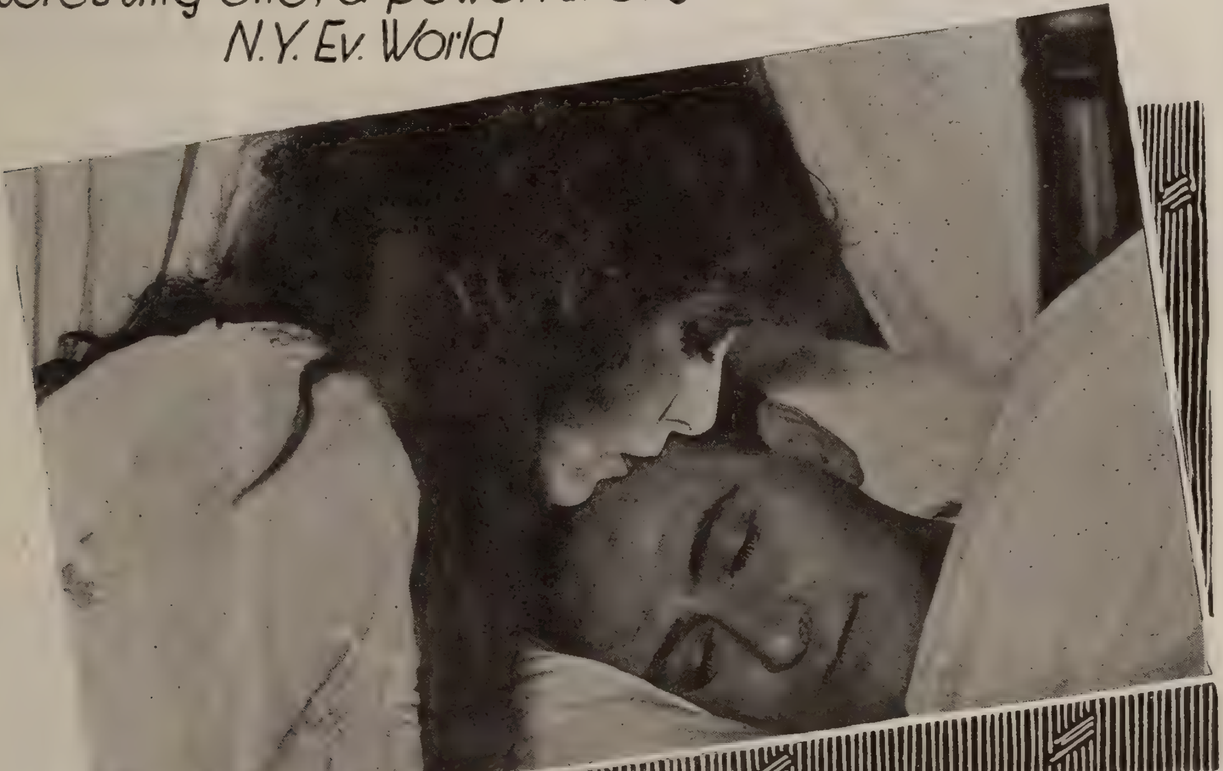
"BLIND HUSBANDS"

Read!

"A daring story...superb scenic views ...Tense moments hold the onlookers during the exciting developments"
Washington D.C. Ev. Star

"A flawless picture an absorbingly interesting one, a powerful one"
N.Y. Ev. World

DARING
TENSE
FLAWLESS



If only she dared !

"BLIND HUSBANDS"

Read!

IN A CLASS BY ITSELF

"The work of a real artist---quite in a class by itself. It has individuality and originality.---It is seldom that the screen shows human beings and human traits so faithfully presented. The atmosphere is deeper than mere realism. The details are truly remarkable."

Chicago Herald and Examiner

Checked by an unseen power—

BLIND HUSBANDS

Read!

AN EXCEPTIONAL PRODUCTION

"It is one of the best pictures of the season. ...An exceptionally fine production that registers right through, ...and it is clean and wholesome"

Wid

The truth at last!

"BLIND HUSBANDS"

Read!

MARVELOUS SCENIC EFFECTS

"The mountain climbing scenes exceed anything hitherto shown on the screen.

It impossible to conjecture how these were photographed for they give tremendous illusion of reality"

Minneapolis Journal

The Man who came back

BLIND HUSBANDS

Read!

"If we are not very much mistaken 'Blind Husbands' will introduce to the industry a new super-director and star. Von Stroheim's is the most unusual bit of screen acting of the year"

Morning Telegraph

TRUE TO LIFE

Back from the grave

"BLIND HUSBANDS"

Read!

A MASTER-STORY
SKILLFULLY DIRECTED

*Von Stroheim proves himself a master story-teller and an exceptional director by the superior quality of "**Blind Husbands**"*

Times, Washington, D.C.

The voice of the tempter

"BLIND HUSBANDS"

Giving the little fellow a Clean-up

"They came from far and near, out of every nook and corner"

DREAMLAND THEATRE
BLANCHESTER, OHIO

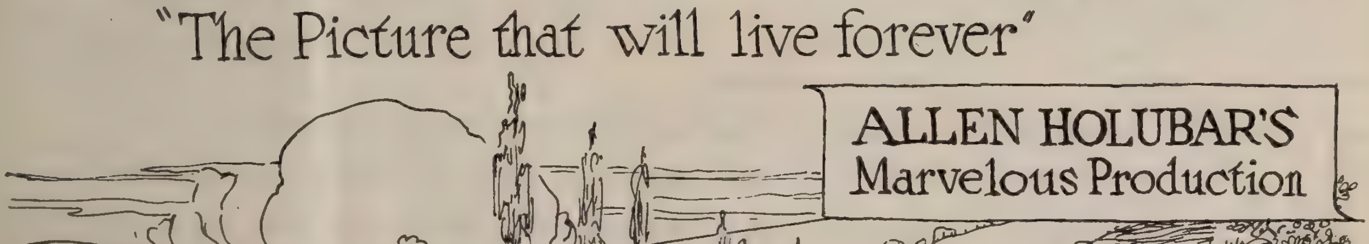
NO MATTER HOW SMALL YOUR TOWN, YOU'LL GET A SURE CLEAN-UP *with*

DOROTHY PHILLIPS

in

"The HEART OF HUMANITY"

"The Picture that will live forever"



ALLEN HOLUBAR'S
Marvelous Production

Released thru Jewel Productions

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Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*
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Vol.9 November 15,1919 No.13

CHEATHAM PRAISES UNIVERSAL SHORT STUFF

By J.A.Daly

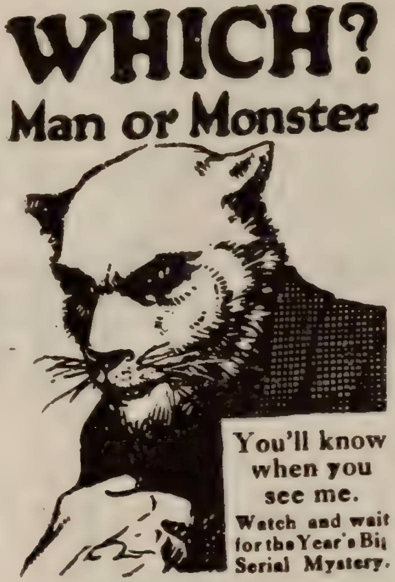
Charlotte, N.C., Nov.First (Special)--A.B. Cheatham, manager of The Ideal and The Ottoway theatres, of this city, is one veteran of the motion picture exhibiting game who has long been convinced that Universal should have no fear of competition in its production and distribution of short stuff. In fact, Mr. Cheatham has been making up complete programs of Universal two-reel Westerns and comedies and usually has a Universal serial running at the Ottoway.

Both houses are located within a bock of the heart of this city, the population of which is about 60,000, and The Ideal is this city's only five and ten cent theatre. Mr. Cheatham has a very high opinion of Universal productions, and really he complains because Harry Carey, Monroe Salisbury, Priscilla Dean, Dorothy Phillips and other stars do not make more pictures of the exciting romantic variety. The patrons of these theatres, especially of The Ideal, demand and get pictures with pep and excitment, and Mr. Cheatham says he long ago found that the Universal exchange always was in a position to provide him programs that please.

"I have long been convinced that Universal is beyond the reach of competition when its westerns, comedies and short features are concerned. Also, it is far more satisfactory to deal with Universal when in the market for such films for the simple reason that the exhibitor can always rest assured they have a variety to afford a fine show. When dealing with other producers of short stuff, the exhibitor is generally at sea, for he never knows what to expect. The producers, except Universal, make a two-reel western or a comedy every two weeks, and the exhibitor has twelve shows during that period. And, to be exact, Universal can provide me six shows a week, but I usually present pictures other than Universal's about two days a week.

"I have been here about three years, and I have been in the motion picture game more than ten years, have been an exchange manager, film salesman, etc., and I guess I have a pretty fair idea of the variety and quality of all the available productions. That knowledge does at least one thing for me--it makes me realize how valuable Universal's services is to me."

Mr. Cheatham is a native of Abbeville, S.C. and formerly was manager of the Mutual exchange at Charlotte was transferred to Atlanta and later was employed by other producers, finally returning to Charlotte to assume charge of the two houses here owned by Otto Haas.


WHICH?
Man or Monster
You'll know when you see me.
Watch and wait for the Year's Big Serial Mystery.

BROKE ALL ATTENDANCE RECORDS

MR H M BERMAN

"RIGHT TO HAPPINESS" OPENED SUN THEATRE SUNDAY

RAIN ALL DAY ABSOLUTELY BROKE ALL RECORDS ATTENDANCE

ANY PICTURE EVER SHOWN THIS THEATRE AND THEY ARE PLAYING

ALL BIG ONES

OMAHA NEB. OCT 28 UNIVERSAL FILM EX INC.

THE STORY OF "BLIND HUSBANDS"

Cast.

Dr.Armstrong.....Sam DeGrasse
Mrs.Armstrong....Francelia Billington
Lieut.Erich Von Steuben... Eric Stroheim
Silent Sepp.....H.Gibson-Gowland
The Newlyweds. .Valerie Germonprez & Jack Perrin
The Dog,Bob.....By Himself

Dr.Armstrong,an American surgeon and his wife,Margaret, go to the Alps to rest. Dr.Armstrong loves his wife devotedly but without demonstration. She longs for a glimmer of romance. They arrive in Cortina D'Ampezzo in the post-coach and stop at the hotel Croce Bianca where Dr.Armstrong renews his acquaintance with Sep Innerkoffler,a fine principled Alpine guide. Together they plan dangerous expeditions to the peaks of the magnificient mountains.

Lieut.Von Steuben of the Austrian army arrives at the same hotel. He makes himself continentally gracious and leaps to fill the void left by the surgeon's indifference to his wife's heart-happiness. Where other men sought sport in conquering nature,Lieut.Von Steuben conquering nature,Lieut. von Steuben conquered women wrecked homes and broke vows

Margaret,at heart a good woman and a true wife bitterly resents his advances until his suavity and courtesy breaks down the barrier of her conscience and she yields to a degree, to his siege. A midnight tryst is interrupted by Sep and von Steuben consents to postpone the meeting until a more convenient time. Day following,the energetic surgeon asks von Steuben to ascend a difficult peak with him. Von Steuben consents only to avoid the ridicule of Margaret. Von Steuben stumbles in the snow. A letter falls from his pocket. At a glance Dr.Armstrong recognizes the handwriting of his wife. A trace of suspicion he has is magnified a thousand fold. As he tries to snatch it,a gust of wind carries it into the ravine below. Maddened with rage and sorrow,the doctor hangs the weakling by the arms over the ravine and asks for the truth. Von Steuben fears the doctor will not believe him if he tells the truth, so he lies and admits an improper relation. True to his promise the doctor pulls the blanched and quivering Lieut. back to the summit. He had fulfilled his promise but he was under no obligation to carry him back down. He cuts the rope that connects them at the waist and calmly starts the descent.

With a heavy load of grief the doctor seems to have lost his strength. Before him in the snow he finds the letter. It is from Margaret to von Steuben regretting her mild but indiscreet flirtation and professing love only for her husband. Dr.Armstrong falls on the ice.His right arm is broken. An Alpine rescue party,sent up by Margaret,who sees him thru glasses from the hotel finds him bruised and unconscious but filled with love for his wife. Von Steuben throws himself from the peak. Dr.Armstrong learns that the fires of love must be fanned and Margaret learns happiness.

AT A GLANCE

SUBJECT - "Blind Husbands"
LENGTH - Eight Reels
STAR - Eric Stroheim.
PREVIOUS HITS - As the Hun officer in "The Heart of Humanity." formerly technical director for Douglas Fairbanks.
DIRECTOR - Eric Stroheim
STORY BY - Eric Stroheim
SCENARIO BY - Eric Stroheim
SUPPORTING CAST - Francelia Billington, Sam De Grasse, H. Gibson Gowland, Valerie Germonprez, Jack Perrin.
LOCALE - The Tyrolean Alps.
TIME - Today
THUMB-NAIL THEME - The story of a neglected wife who becomes involved with an Austrian officer whose sole inerest in life is women; how the silent majesty of the mountains crushed his puny soul and freed one good woman from his greedy tentacles

Advertising Catch-Lines

HIS DOCTOR TOLD HIM THAT HE WOULD HAVE TO FORSAKE WINE, WOMEN OR SONG, SO HE STOPPED SINGING.

COUNT ERIC VON STROHEIM, HIMSELF A FORMER AUSTRIAN OFFICER, UNMASKS THE BREED IN "BLIND HUSBANDS."

"BLIND HUSBANDS" CARRIES THE SPECTATOR TO THE TYROLEAN ALPS

BEAUTIFUL FRANCELIA BILLINGTON PLAYS OPPOSITE ERIC STROHEIM IN "BLIND HUSBANDS," A UNIVERSAL FILM STORY OF THE HIGHLANDS OF GOD AND THE LOWLANDS OF DESIRE.

FRANZ JOSEPH CONFERRED A DECORATION UPON COUNT VON STROHEIM. WERE THE OLD MONARCH ALIVE HE WOULD KILL HIM FOR FILMING "BLIND HUSBANDS."

A FLANNEL-NIGHTIE HUSBAND IS EXPLAINED IN "BLIND HUSBANDS."

WHY SMALL TOWNS

"THEY CAME AS HIGH AS 30 MILES TO SEE THIS PICTURE"

READ

DOROTHY PHILLIPS

IN THE
SUPER-
PRODUCTION
OF
THE
HOUR

UNIVERSAL

CAN PLAY BIG PICTURES

*POPULATION
ONLY
584 !! !

BALDWIN. WIS.
OCT. 20 1919

"THE RIGHT TO HAPPINESS" SURE IS SOME PICTURE. I SPENT AS MUCH ON ADVERTISING AS THE FILM RENTAL ITSELF. AND SAY, SHE WENT AWAY OVER THE TOP. THERE WERE CARS LINED UP ON BOTH SIDES OF THE STREET FOR TWO BLOCKS; PEOPLE HAD COME AS HIGH AS 30 MILES TO SEE THE PICTURE. EVERY ONE WHO SAW THE PICTURE WAS A BOOSTER FOR THE NEXT NIGHT. I HAVE RECEIVED MORE FAVORABLE COMMENTS ON THIS PICTURE THAN ON ANY OTHER OTHER I HAVE SHOWN. THE NET PROFITS WERE MORE THAN GRATIFYING. IT'S FUN, NOT WORK, TO PUT OVER A PICTURE OF THIS KIND.

(Signed) W.F.PRICE.

"The RIGHT to HAPPINESS"

THE
GREATEST
LOVE STORY
EVER TOLD

PRODUCED UNDER
THE DIRECTION OF
**ALLEN
HOLUBAR**

—JEWEL

UNIVERSAL'S NEWEST

The GREAT RADIUM

**Made by
Pacific
Producing
Company**

featuring Cleo Madison

Eileen Sedgwick

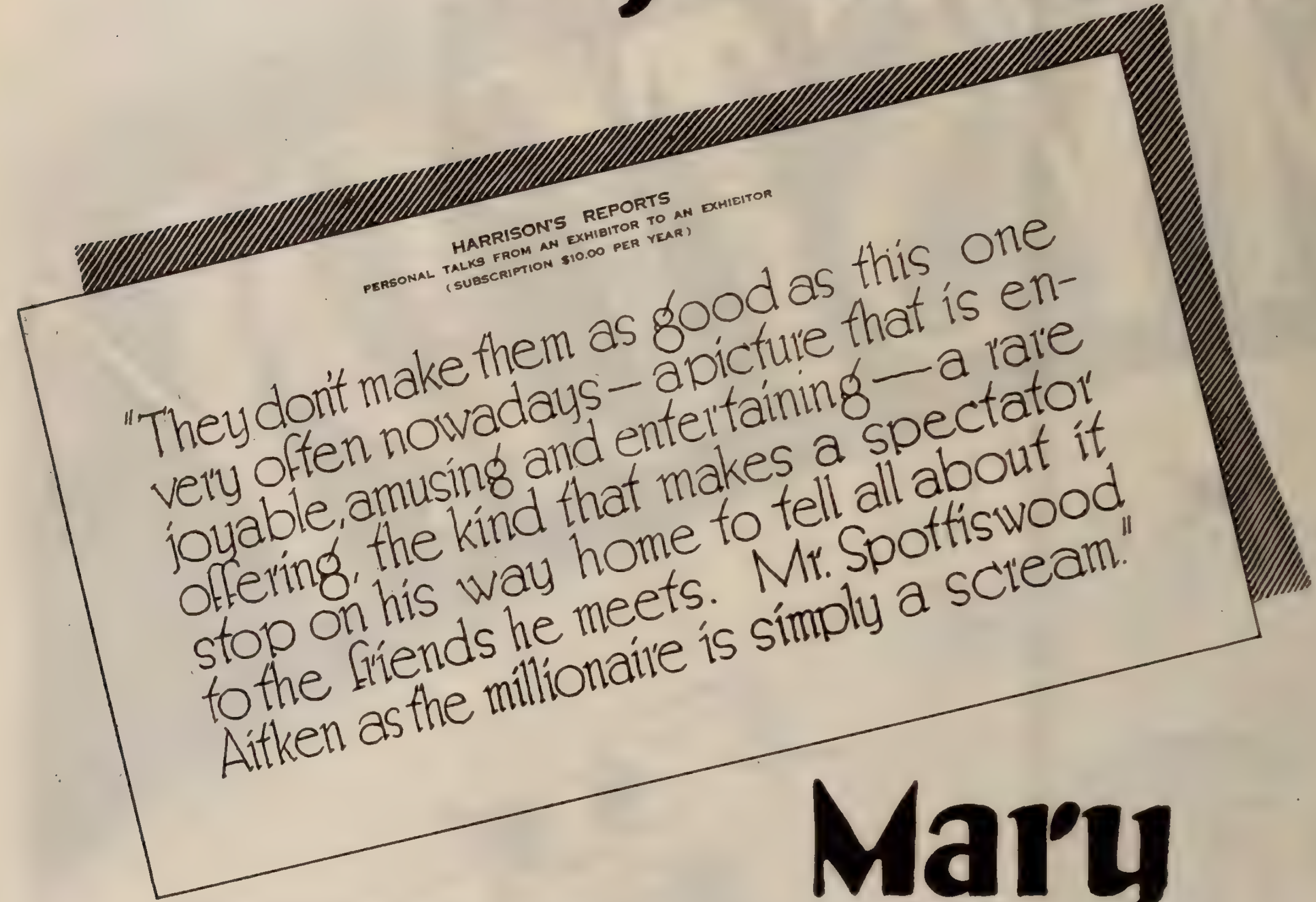
BIGGEST SERIAL CYCLONE

**Now Booking
Thru Universal
Exchanges
Everywhere**

Bob Reeves and

The Sensation of the Serials

Picked as a Winner by Harrison



HARRISON'S REPORTS
PERSONAL TALKS FROM AN EXHIBITOR TO AN EXHIBITOR
(SUBSCRIPTION $10.00 PER YEAR)

"They don't make them as good as this one very often nowadays — a picture that is enjoyable, amusing and entertaining — a rare offering, the kind that makes a spectator stop on his way home to tell all about it to the friends he meets. Mr. Spottiswood Aitken as the millionaire is simply a scream."

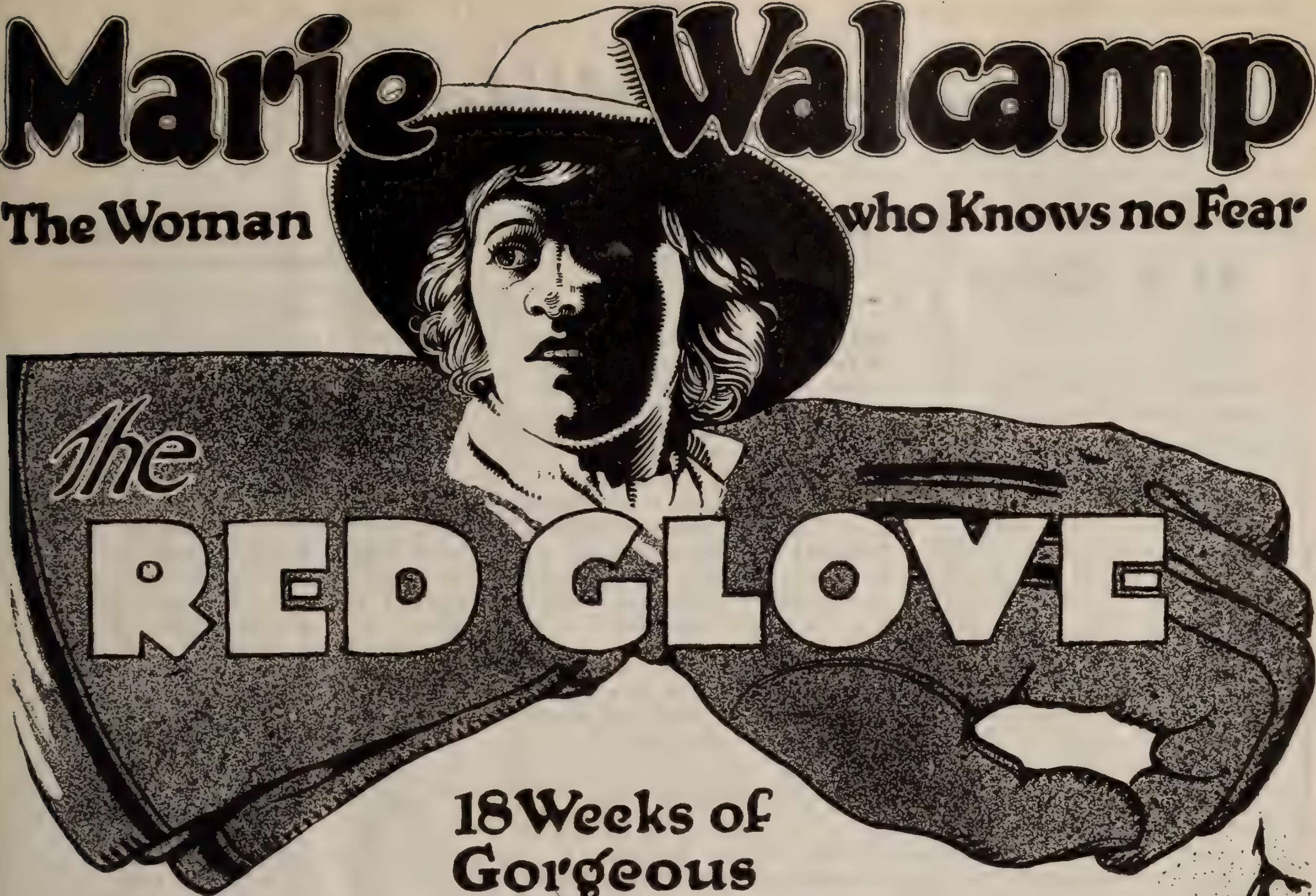
Supported by
Spottiswood Aitken

Mary MacLaren
in
"Bonnie, Bonnie Lassie"

UNIVERSAL SPECIAL ATTRACTION

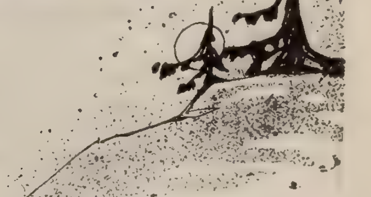
Marie Walcamp

The Woman who Knows no Fear

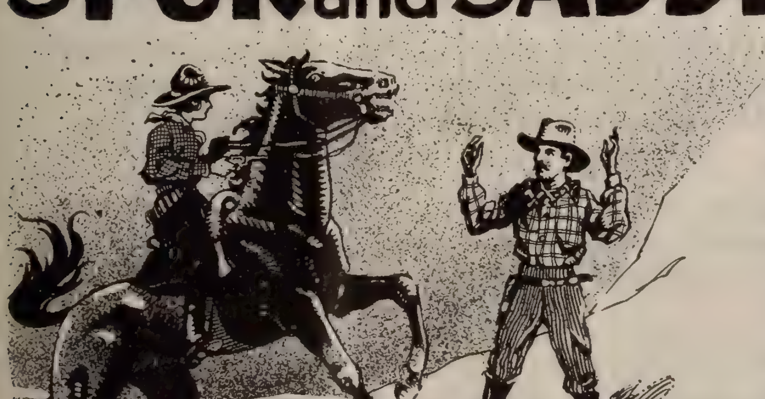


The RED GLOVE

18 Weeks of Gorgeous Thrills



The SPUR and SADDLE SERIES



TEMPEST CODY HITS THE TRAIL
TEMPEST CODY FLIRTS WITH DEATH
TEMPEST CODY RIDES WILD
TEMPEST CODY'S MAN HUNT
TEMPEST CODY PLAYS DETECTIVE
TEMPEST CODY GETS HER MAN
TEMPEST CODY TURNS THE TABLES
TEMPEST CODY BUCKS THE TRUST
TEMPEST CODY, KIDNAPPER

Nothing quite like this Series of Nine Stories, each complete in itself, has ever been made. You'll say so at your nearest UNIVERSAL EXCHANGE

"His Divorced Wife"

PRESS SHEET

At A Glance

Subject — "His Divorced Wife."

Length—Six Reels.

Star—Monroe Salisbury.

Previous Hits—"The Sleeping Lion," "The Man in the Moonlight," "That Devil, 'Batiste,'" "The Eagle," "Winner Takes All," "The Millionaire Pirate," "The Guilt of Silence," "The Savage," "The Red, Red Heart," "Hugon, the Mighty," etc.

Directed by—Douglas Gerrard.

Scenario by—M. McGrew Willis.

Story by—Elmer Elliott Peake—appeared in magazine form under title of "An Altar on Little Thunder."

Supporting Cast — Alice Elliot, Charles West, Charles LeMoyne, Alfr Allen, little Mickey Moore. Raymond Gallagher.

Locale — The Kentucky Mountains.

Time—Today.

Thumb-Nail Theme — The story of a young blacksmith who wins the heart and hand of the village belle, thus incurring the enmity of two unsuccessful suitors. In helping a reformed convict to escape he is himself accused of murder and thrown in prison. A former rival induces his bride to divorce her husband, but later, when she finds her husband's true worth, the two are reunited.

Story by Elmer Elliott Peake
Produced by Douglas Gerrard

Cast

Asa Whipple..Monroe Salisbury
Rufus Couch..Charles West
Luke Andrews..Alfred Allen
Nance Hawe..Alice Elliot
John Orr.....Raymond Gallagher
Little Asa..Pat Moore

To Asa Whipple the gigantic flat stone on Little Thunder Mountain seemed like an alter in the illimitable cathedral of nature. Asa was the best blacksmith in the Kentucky mountains,but he was unlettered and could neither read nor write. In moments of stress he sought guidance at his altar on the mountain top. It is no wonder,when he proposed to Nance Hawe,the village beauty,that he asked her to give him her answer at the Altar. And when he saw her coming up the path,his doubting heart gave forth a peon of joy, for he knew that she could have had Rufus Couch,the rising young prosecuting attorney,or her pick of the county. He knew that she loved him for what he was,for the strength which had tossed Luke Andrews into a watering trough for insulting a little child and for the forbearance with which he had treated John Orr,a wandered, and an exconvict.

They were married,these two. But Rufus had not given up hope by any means.He was seen so much with Nance,that he caused a lot of talk, and all of this was magnified by Andrews. The latter thought to plant suspicion in the mind of Orr and told him that Nance's child was Couch's and not Asa's. Orr struck and killed Andrews. Asa had overheard the argument and seen the deed. He assumed the guilt, and was convicted of man slaughter,although the district attorney,all the time he was pleading for conviction,had a confession from Orr in his pocket.

Before Asa was pardoned and came out of jail,Nance was convinced that it was best for her and the boy that she marry Couch.Asa was of two minds in regard to her happiness and might have let matters taken their course, had not Rufus tried to murder him That brought the husband and wife again to the Altar on Little Thunder and re-united them.

Advertising Display Lines

MONROE SALISBURY, AS A KENTUCKY BLACKSMITH, IS AT HIS BEST IN "HIS DIVORCED WIFE," A UNIVERSAL PHOTODRAMA OF LIFE, LOVE, HATE AND HAPPINESS.

"HIS DIVORCED WIFE" BECAME HIS BRIDE AND TRUE LOVE CONTINUED TO RUN ROUGH-SHOD OVER HEARTS IN KENTUCKY'S BLUE-GRASS COUNTRY

SEE MONROE SALISBURY IN "HIS DIVORCED WIFE," A UNIVERSAL PHOTODRAMA OF KENTUCKY IT WILL BRING BACK MEMORIES OF THE OLD BLUE GRASS STATE

SYNOPSES

"The Great Radium Mystery"

Featuring Cleo Madison, Eileen Sedgwick and Bob Reeves.

Story by Frederick Bennett.

Directed by Bob Hill.

CAST

Ivis Pemberton (The Countess Nada)	Cleo Madison
Eileen Marston	Eileen Sedgwick
Frank Bird	Edwin J. Brady
Jack Turner	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Hawk	Robert Gray
The Rat	Gordon MacGregor

Episode 6

"THE TUNNEL OF DOOM"

The car, with Bob fastened to the radiator and Eileen tied to the seat goes over an embankment, the Buzzard jumping out just in time. It lands in the entrance to the mine overturned. Madame Nada pulls them both out more dead than alive but without any bones broken. She searches Eileen for the keys but fails to find them and is told that the Buzzard has both of them. She finds him and he tells her that they myst get the administrator of the Marsdon Estate to sign over the property to them and they will have all that they were working so hard for themselves now that Bird is out of the way.

While the Buzzard drops a bank of sand on Bob, Nada goes in her car for the Mysery man who comes hurrying in his tank. Eileen has now found a way to escape. She climbs up a ladder and slips the revolver out of the holster of the guardian of the mine. For a moment she has him at her mercy but he is too quick for her and he throws her down the shaft again and lets loose a load of dirt upon her.

INTERNATIONAL NEWS #44

"Neath the Eastern Skies Where Ignorance is King" Damascus, Syria.
"Ducks 'Duck' the Hunter" Oakland, Cal.
"Shake the Wedding Tambourines!, Chicago, Ill.
"Theodore Roosevelt's Grave Covered By Old Glory" Oyster Bay, L.I.
"Farmers Learn Lesson From World War," Monmouth, Ill.
"Call for Mr. Noah!"
"Capital 'Mums' in Bloom" Washington, D.C.
"On Guard With the Great Pacific Fleet"
"King Albert in Washington"
"King Albert At Hog Island"

-ooOOoo-

"BROWNIE'S DOGGONE TRICKS"

Two-reel Century Comedy featuring The Century Wonder Dog (Copyright 1919 by Century Comedy Co.)

Cast.

Minnie, the wife	Dot Farley
The Husband	Phil Dunham
Tiddlewinks	Baby Ruth
The Trouble-Maker	"Bob" Brownie
The Vamp	Louis Nielson

Everybody was talking about poor Minnie because she couldn't shimmie. So poor Minnie buys a book that guarantees to teach you how to shimmy. She puts a piece of ice down her back and lo and behold she is an expert at "it". Hubby has to do all the k.p.work, mind the baby, feed the cows and chickens and everything while wifey shimmys.

The yearly train arrives, bringing with it a theatrical troupe, who stop at the hotel conducted by Minnie. The vamp of the troupe, looses no time in winning the affections of "hubby", but is foiled by "Bob" the clever dog, who always has his mistress's interest at heart.

He pulls Minnie by her skirts into the room where the vamp and hubby are making love. Hubby disappears under the bed but "Bob goes after him and forces him out. "Bobby" does some clever work; he minds the baby, and is general housemaid in the hotel. He discovers hubby and the vamp making love under the table with their feet. He bites Hubby's foot. Hubby accuses his neighbor of stabbing him in the leg with a fork. An argument follows, during which "Bob" gets away with the sausages. Everybody chases "Bob", and he leads them a lively chase.

"NEW SCREEN MAGAZINE" No. 39

"New Screen Magazine" #39 shows how to earn a livelihood at hunting fresh water pearls. When one pearl necklace is worth $300,000 if lucks with ye, it is the fastest way of becoming a millionaire. Is your Daddy lost? See Screen Magazine #39 and perhaps you may be able to find him. Talk about your brave warriors the caterpillar of the hog sphinx moth is a fighter and magazine #39 shows this brave guy do some of his fighting. Then Lillian Russell shows us how to have beautiful eyebrows; while our own chemist shows us a simple device that prevents asphyxiation of well diggers. Next comes a cartoon on "Bug-Town's" professional kidnapper, the housefly; while a "Futurist Movie" of the one and only George Washington closes the magazine.

HEARST NEWS # 45

Belgium Monarchs Bid America Farewell: Sale For Home
Warships Bring Home Bodies Of Aviators Murdered By Mexicans - San Diego, Cal.
Aid Roumania's Destitute- Bucharest, Roumania.
Good Night Nurse!-Philadelphia, Pa.
Destroyer Reid Built in 46 Days Passes the Speed Trial. - Boston, Mass.
Nation Faces Disaster As Four Hundred Thousand Soft Coal Miners Go On Strike.
"Indoor Sports" Cartoon By "Tad".

"BROWNIE'S DOGGONE TRICKS"

A RIP-ROARING TWO-REELER

Featuring

The CENTURY WONDER DOG

Don't miss this Canine Marvel - this Super-Dog. You'll gasp at his intelligence, roar at his antics and cry with laughing at this crackerjack picture. It's a scream

IT'S A

CENTURY COMEDY

Directed by **VIN MOORE**

YOUR NEAREST UNIVERSAL EXCHANGE

Right on top
OF ALL COMPETITORS

The Great

JAMES J. CORBETT

IN THE BIGGEST OF ALL BOX OFFICE SERIALS

"The Midnight Man"

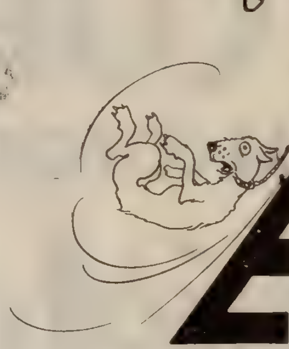
A SERIAL DE LUXE
WITH A STAR WHOSE NAME
IS A HOUSEHOLD WORD;
A LOGICAL, YET THRILLING STORY; AND IT'S
DRESSED IN THE CLASSY
STYLE YOU ASSOCIATE
WITH THE CORBETT NAME.

A WORLD BEATER
THAT PACKS 'EM IN
LIKE SARDINES

UNIVERSAL

WATCH THESE WONDERFUL DOG ACTORS GET OVER!

The Comedy that "Stopped the Show" On the New Capitol's Opening Night



THE ETERNAL TRIANGLE

2 reels of howling dog fun

UNIVERSAL
MADE

SYNOPSES

JAMES J. CORBETT in

"THE MIDNIGHT MAN"

CAST.

Bob Gilmore	James J. Corbett
Nell	Kathleen O'Connor
Henry Morgan (Nell's father)	Joseph Girard
Spike	Noble Johnson
Zafara	Orral Humphreys
Arnold	Joseph Singleton
John Gilmore	Frank Jonasson

"A FIGHT TO A FINISH"

Episode 13

Nell and the Midnight Man are not killed by the dynamite explosion but are almost suffocated by the fumes. The Midnight Man to summon assistance fires a revolver up the flue. Morgan and the gangster hear the shot, rush to the shaft and release the prisoners.

Morgan calls Spike for not "planting" the Midnight Man's card, and Nell entering unexpectedly, recognizes Spike as the man who attacked her in Riley's saloon. She informs her father, and as a ruse Morgan attacks Spike: Nell rushes for help.

Spike sore at Morgan conceives a horrible plan of revenge on both. The Midnight Man thinks Morgan's gang responsible for the crimes charged him, and on his way to Morgan sees Spike getting into a taxi. He jumps onto the back of the machine.

Spike drives to a vacant house in the suburbs.

That night Nell receives an envelope which contains the Midnight Man's card, on the back of which is written, "I can prove that I am innocent of the crimes of which the papers accuse me, if you will come to 364 Leekson Street at ten tonight." Nell decides to keep the appointment. The Midnight Man sees Spike dressed like himself. arrive and enter. Nell comes. Spike's gang sees the Midnight Man and attack him. Nell mistakes Spike for the Midnight Man. Jim hears Nell scream and climbs to an upper window which he enters and saves Nell.

Locking the door, he throws down his gun and attacks the rascal and the gang break into the house and rush for the door of the sitting room as Nell holds the gang up with her revolver, the battle rages with fierce intensity. Nell, off-guard, is seized by the crooks. The Midnight Man escapes to the roof but is forced to let go his hold and fall.

--ooOoo--

WHICH?
Man or Monster

You'll know when you see me.
Watch and wait for the Year's Big Serial Mystery.

UNIVERSAL CURRENT EVENTS

No. 44

Navy Department May Sell Its Eagle Boats.- Portsmouth, Ohio.
"John Barleycorn" Gets The Third Degree - Washington.
Czecho Slovak Troops From Russian Front Welcomed Home Prague, Bohemia.
Install New Bishop of New York Diocese - New York City
A Goat Collector-Wycombe, Pa
War Secretary Awards King Albert The D.S.C. Washington, D.C.
"Chute-The *Chutes*", Portland, Ore.
Santa Claus and Company Berlin To Sweden By Airship Express.

-ooOoo-

UNIVERSAL HOLIDAY SEASON.

"BABIES IS BABIES"

CAST

Neal	Neal Burns
Ethel	Josephine Hill
Mr. Binks	Norman Hammond

Neal and Ethel are childless. In spite of the opposition of her husband Ethel decides to adopt three Belgian orphans, but is afraid to tell her husband. Meanwhile at the office Neal's boss develops a Rooseveltian attitude, and demands from each of his employers how much increase during the past year they have made to the population of the country, hinting that promotion depended upon the answer. In pure bravado Neal answers "three". "I appoint you Manager of this office", says the boss, "I'll go out and see the children this evening".

Neal hurries home and engages Moses the negro gardner to supply three infants, and bribes the housemaid to pose as his wife, because Ethel is out with her mother and the orphans.

The boss comes with a lot of toys, Neal stalls around waiting for Moses, and while he is outside, Ethel comes in with the three Belgians, and the boss is tickled silly. Neal is non-plussed but stops his wife's explanation just as Moses comes with two negro children and a chinese. But the nerve which had carried him thus far brought him through this emergency, and everyone seemed satisfied.

CARL LAEMMLE has the honor of presenting Number 7 of the STAGE WOMAN'S WAR RELIEF SERIES.

WILLIAM COURTENAY
and JANE GREY
in The INNER RING
by WALLACE CLIFTON

"THE INNER RING", with JANE GREY and WILLIAM COURTENAY is but one of the Series of Twelve Great Plays of THE STAGE WOMEN'S WAR RELIEF SERIES listed above. "Half-hour Masterpieces" is what S.Barrett McCormick of the Circle in Indianapolis calls them--and they are playing in the foremost theatres of the land. Distributed solely thru Universal-Jewel Exchanges.

THIRTY-TWO
FAMOUS STAGE STARS
in
TWELVE GREAT PLAYS

David Belasco
"A STAR OVERNIGHT"

Cyril Maude and
Violet Heming
"WINNING HIS WIFE"

Maclyn Arbuckle
"FIGHTING MAD"

Robert Edeson and
Mabel Taliaferro
"THE MITE OF LOVE"

Montagu Love and
Enid Markey
"SHE'S EVERYWHERE"

Thomas A.Wise and
Gail Kane
"ROMEO'S DAD"

Constance Binney,
Otis Skinner
Henry Miller
Blanche Bates
Flo Ziegfeld
Daniel Frohman
"TOM'S LITTLE STAR"

Holbrook Blinn and
Jeanne Eagles
"A MADONNA OF THE SLUMS"

Julia Arthur and
Master Ben Grauer
"HIS WOMAN"

Nance O'Neil and
Tyrone Power
"THE MAD WOMAN"

SHOW THIS MARVELOUS COTERIE OF STAGE STARS NOW. THE CHANCE WILL NEVER COME AGAIN.

The Man with a Pull

ELMO LINCOLN

Supported by popular
Grace Cunard
in

ELMO the MIGHTY

READ THIS PIPING HOT MESSAGE—

"JUST FINISHED TWO DAYS RUN ELMO THE MIGHTY BIGGEST TUESDAY AND WEDNESDAY HISTORY MY THEATRE NEVER SAW SUCH A MONEY GETTER SERIAL KIDS CRAZY OVER IT TELL EXHIBITORS TO GO TO IT WITH BOTH FEET LET THEM WRITE ME ABOUT IT I'LL GIVE THEM SOME FACTS ON POWER AS CROWD GETTER

WHITEHOUSE THEATRE MILWAUKEE WIS.

Your Nearest Universal Exchange

hello humans!

Yes--I'm married--to Joe Martin--the nicest four-handed boy in the world. Anyway, I couldn't see him get away with all the monkey stuff--not while mine is better.

See me in my first,"A JUNGLE GENTLEMAN" and you'll know what a woman can do. I simply cast off every maidenly restraint. After that--just to make the Dry Law worse--"THE GOOD SHIP ROCK'N RYE"

And then--when you've got the roof back on your place--"A BABY DOLL BANDIT". This last I consider my very finest emotional effort. Many intelligent people not monkeys have burst into tears during this pathetic drama of a pure young girl's temptations in frozen Africa.

But you can have only one of these a month--starting November 17th. Start now with "A JUNGLE GENTLEMAN".

Mrs. Joe Martin

in
a new
and irresistibly
funny
series of
astonishing
adventures
begining with

"A JUNGLE GENTLEMAN"

Universal Jewel

SYNOPSES

"The Fighting Line"
Two-reel Western Drama
featuring
Art Accord and Mildred Moore

Cast.

Mart Long	Art Accord
Jones	Charles Newton
Mesquite	Mildred Moore
Dalbur	George Fields

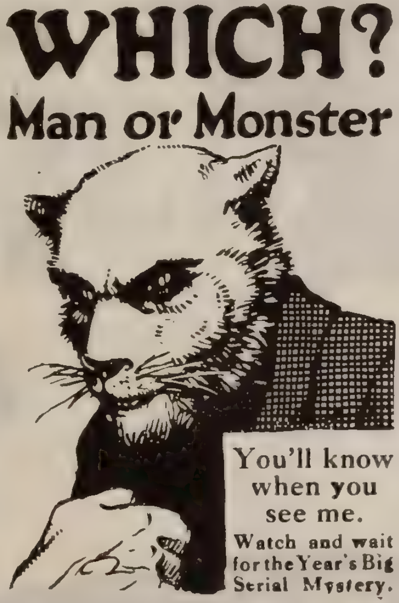
Mart Long is one of Uncle Sam's watch-dogs on the Boundry line. The cattle stolen in his district are the property of a wealthy rancher, Hereford Jones, whose daughter, Mesquite, is Mart's one aim and object in life. Mesquite, asks nothing better than to become Mrs. Mart Long, and the course of true love appears to be smoother than usual.

But still smoother is Mason Dalbur, known as a dealer in cattle, for on one side of the line he is clean shaven Mason Dalbur, but on the other side he is the Llano Kid, a bearded ruffian leader of the band of cattle thieves.

Dalbur is also an admirer of Mesquite's. He comes to the Jones' ranch, ostensibly to make a deal, about the time that Mart discovers that a big bunch of Jones' cattle have been rustled across the border. Mesquite's horse goes lame and Dalbur offers to drive her to town in his auto. She goes and he first proposes marriage, and being turned down, proceeds to force his attentions. Mart Long hears her cry and rides to the rescue. He ropes Dalbur at the wheel and forces him to stop the car. He gives Mesquite his horse and tells her to ride to the check house where she can get another horse to take her back to the ranch.

Long gives Dalbur the thrashing of his life, puts his car out of action, ropes another horse and rides to the ranch. Dalbur changes his disguise and gets to the check-house with his men before Mesquite gets away. He is taking her by force when Mart Long and Jones arrive. The Llano Kid and his men outnumbered them by four to one, but Mart, got the upper hand long enough to allow Jones and his daughter to take shelter in the loft and here the three fight until their ammunition runs low. Mart makes a dash through the bandits and rides for help. He meets a troop of U.S. Cavalry patrolling and Uncle Sam comes to the rescue.

-oo0oo-


WHICH?
Man or Monster
You'll know when you see me.
Watch and wait for the Year's Big Serial Mystery.

"HEARST NEWS"

No. 44

"Misery's Paradise" in the Trail of the Turk."
"Belgium Monarch Pays Homage at Grave of Colonel Roosevelt."
Oyster Bay, L.I.
"Dartmouth Warriors Trim Cornell Pigskin Stars by Score of 9-0."
New York City.
"Ordinance Experts See Big Guns Tested at Proving Grounds
Aberdeen, Md.
"Down on the Farm"
Sacramento, Cal.
"Soldier King Greets the West Point Cadets."
West Point, N.Y.
"Indoor Sports" by "Tad"

A ROLL OF JACK

Universal Film Co.
Gentlemen:

"Paid In Advance" is an excellent picture and pleased my patrons immensely last night. Dorothy Phillips is great. We only seat 248, town of 1600, but did a nice business and made a nice roll of jack.

Very truly,
Harold E. Brady

The Princess Theatre
Crandon, Wis.

"INTERNATIONAL NEWS" #45

"World War Veterans Arrive to Guard Coal Fields."
Charleston, W.Va.
"In the Public Eye."
San Francisco, Cal.
"Riding to Hounds."
Woodbury, L.I.
"Starving Russians Beg Food Form American Cruiser in Baltic."
Reval, Russia.
"Navy Launches Largest American Submarine."
Bridgeport, Conn.
"Culture at Harvard."
Cambridge, Mass.
"Where the Ex-Kaiser and his Gang Plotted the War."
Berlin, Germany.
"Wrecked by Big Waves Steamer is Broken Up by Heavy Seas."
Muskegon, Mich.
"Flirting with Death a mile Above the Earth."

--oo0oo--

"NEW SCREEN MAGAZINE"#40

"New Screen Magazine" #40 introduces us to Cupid Sparks, the world's champion matchmaker. Hats designed by Zalud are the next feature; while Lillian Russell shows how care will make your hair curl. Our own chemist shows us the quickest explosive on record. Then comes "The Adventures of Cinema Luke" a cartoon produced under the direction of Leslie Elton. The Magazine closes with a "Futurist Movie" of King Albert of Belgium.

Keep bang at the front

Shoot this gripping
2 reel special and
make a Bullseye
with

ART ACORD
AND
MILDRED MOORE
(The Fan Favorites)

in

"THE FIRING LINE"

UNIVERSAL MADE

"Universal always did make the best Short Stuff"

SERVICE *plus*

You've been told a great deal about STARS and PICTURES. A word as to SERVICE. The kind of service that is not satisfied merely to sell you a picture, then hand you the props and other accessories, and let it go at that. That's one kind of service. But there's service plus. Co-operative service – that helps you get every possible dollar out of your picture

CO-OPERATION

READ THIS LETTER

BAKER. OREGON. OCT3.19

"THE CO-OPERATION WE RECEIVED FROM THE BLUEBIRD EXCHANGE HAS MORE THAN PLEASED US. AT ALL TIMES YOUR LOCAL OFFICE HAS RENDERED US EVERY POSSIBLE ASSISTANCE TO PUT OVER THE PICTURE. THEY APPARENTLY TOOK AS MUCH INTEREST IN SEEING THAT THE PICTURES WERE PROPERLY EXPLOITED AS IF IT WAS FOR THEMSELVES. WE WISH WE COULD GET THE SAME CO-OPERATION FROM OTHER EXCHANGES WITH WHICH WE DO BUSINESS."

J.P.COTTER.

BLUEBIRD

PICTURES

AT ANY UNIVERSAL EXCHANGE

No guess-work here—
Every one a Winner.

Priscilla Dean

-IN-

How many of these

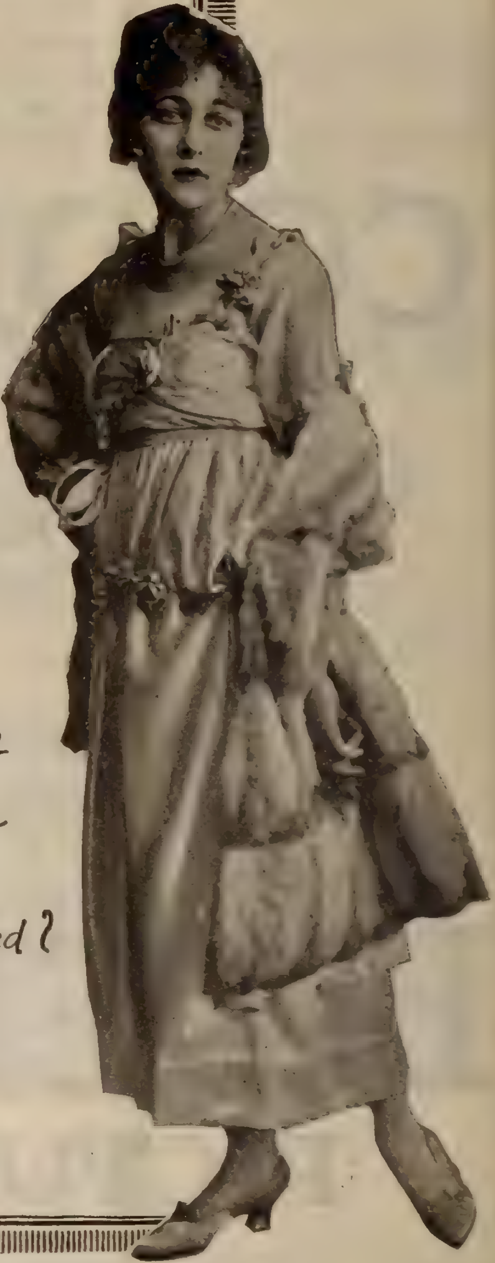
"Kiss or Kill"
"Pretty Smooth"
"The Wicked Darling"
"The Wildcat of Paris"
"The Exquisite Thief"
"A Silk Lined Burglar"

Mildred Harris

-IN-

"Home"
"When a Girl Loves"
"For Husbands Only"
"Borrowed Clothes"
"The Doctor & The Woman"
The Price of a Good Time

have you played?



UNIVERSAL-JEWEL

A Maid,
A Man—and
A Mystery
that keep you
on tenter-hooks
bang to the
finish

HERE'S A BIG SPECIAL WITH A TREMENDOUS WALLOP FOR THE FINISH -- A NEW PLOT WITH A NOVEL IDEA IN IT AND A GENUINE THRILL ---- THE KIND THAT SENDS YOUR AUDIENCES AWAY MORE THAN SATISFIED.

Your nearest Universal Exchange

The point is –

"Here's a real human-interest story. Here's honest-to-goodness heart stuff. Real entertainment that will hold you all way through"

Says-**WID.**

Harry Carey

in

"THE RIDER OF THE LAW"

DIRECTED BY
JACK FORD

A UNIVERSAL SPECIAL ATTRACTION

THE MOVING PICTURE WEEKLY

HOOT GIBSON AND JOSEPHINE HILL IN UNIVERSAL TWO-REEL WESTERNS

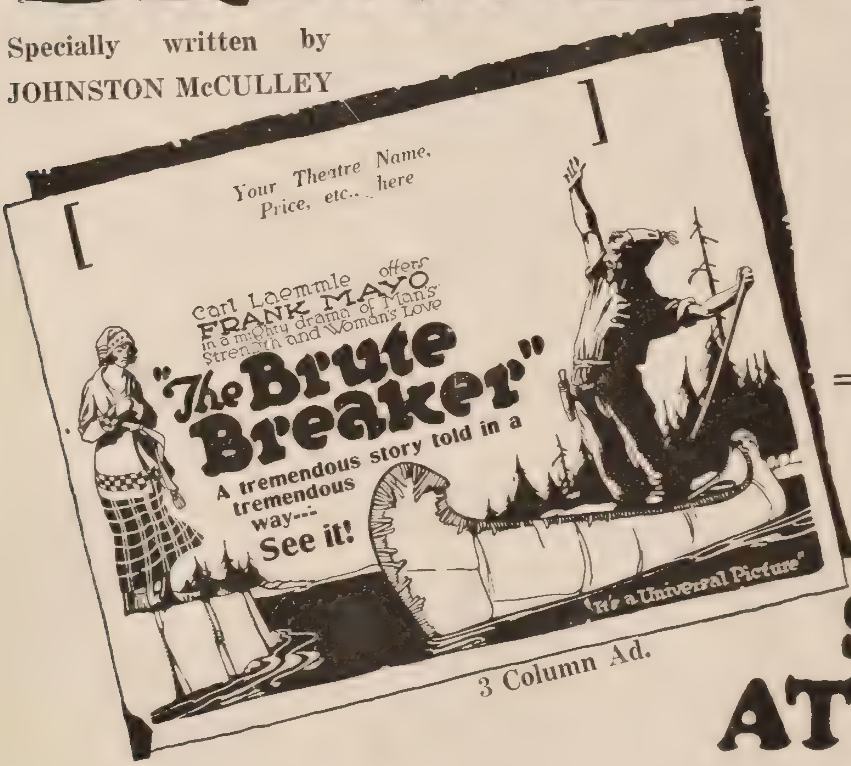
VOL. 9
NO. 14

NOV. 22
1919

Carl Laemmle offers
Frank Mayo
in a mighty drama of Man's strength and Woman's Love !

"The BRUTE BREAKER"

Specially written by
JOHNSTON McCULLEY


Your Theatre Name,
Price, etc., here

Carl Laemmle offers
FRANK MAYO
in a mighty drama of Man's Strength and Woman's Love

"The Brute Breaker"

A tremendous story told in a tremendous way--:
See it!

"It's a Universal Picture"

3 Column Ad.

$100 a day value

Read What the *Chicago Eve. Post* says:

"The picture is full of excitement and action is enacted against some of the most picturesque scenery to be found. It is almost entirely an outdoor pisture and will appeal to many for that reason alone. The big scene of the offering is a realistic forest fire. This is very cleverly photographed, the flames being shown at their fiercest and later being subdued by the coming of the rain.

You will like "THE BRUTE BREAKER if you like this kind of a picture for it is very good of its class. Frank Mayo plays the part of the modern knight-errant with spirit and skill."

UNIVERSAL SPECIAL ATTRACTION

"It Certainly was a Pleasure-

to stand by the Exit door and listen to the remarks passed by our patrons. I myself viewed this picture three times.

DOROTHY PHILLIPS

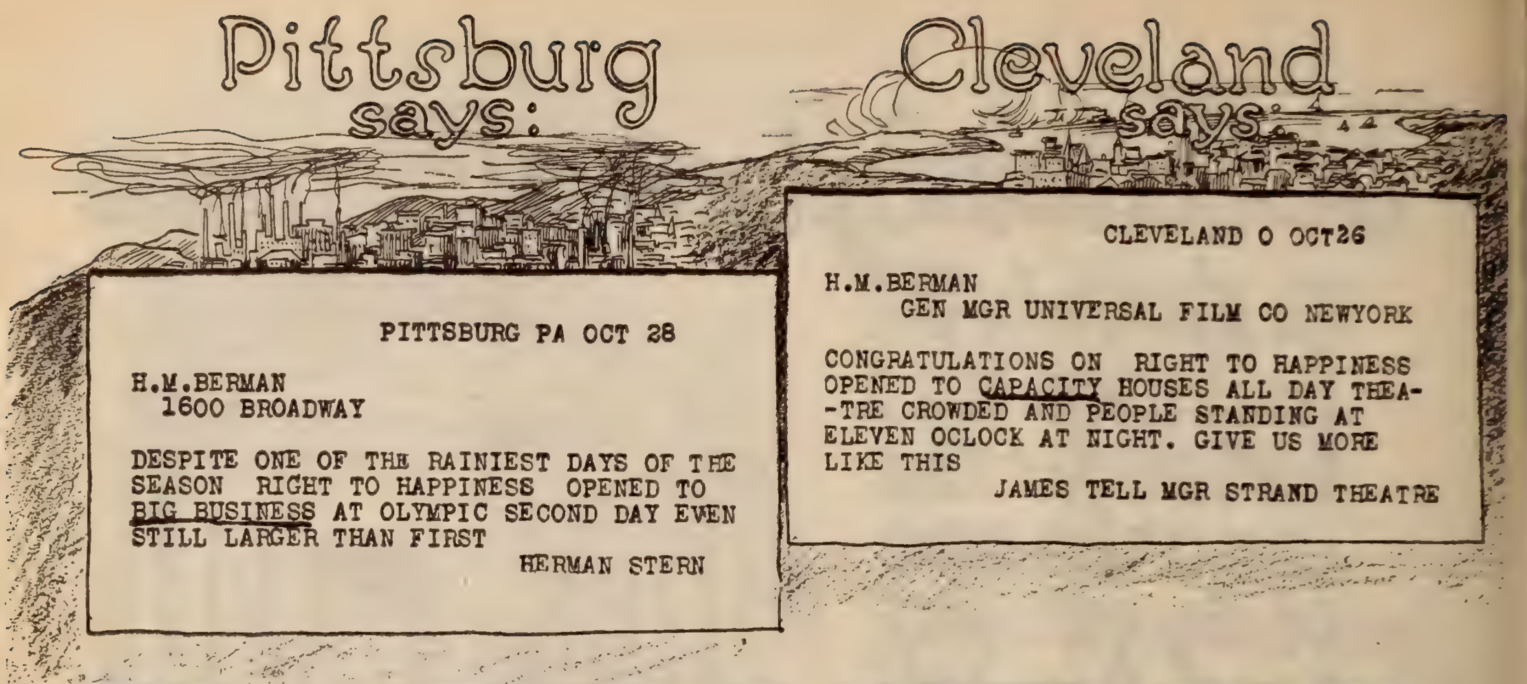
in the Tremendous Alaskan Drama

'PAID IN ADVANCE'

I shall give you another play date on this production to bring it back right after we play Right to Happiness. I want to thank you for assisting me with all that publicity that helped bring this wonderful picture over"

THE DUCHESS THEATRE
WARREN, O.
J. C. Osserman

UNIVERSAL-JEWEL



PITTSBURG PA OCT 28

H.M.BERMAN
1600 BROADWAY

DESPITE ONE OF THE RAINIEST DAYS OF THE SEASON RIGHT TO HAPPINESS OPENED TO BIG BUSINESS AT OLYMPIC SECOND DAY EVEN STILL LARGER THAN FIRST

HERMAN STERN

CLEVELAND O OCT26

H.M.BERMAN
GEN MGR UNIVERSAL FILM CO NEWYORK

CONGRATULATIONS ON RIGHT TO HAPPINESS OPENED TO CAPACITY HOUSES ALL DAY THEATRE CROWDED AND PEOPLE STANDING AT ELEVEN OCLOCK AT NIGHT. GIVE US MORE LIKE THIS

JAMES TELL MGR STRAND THEATRE

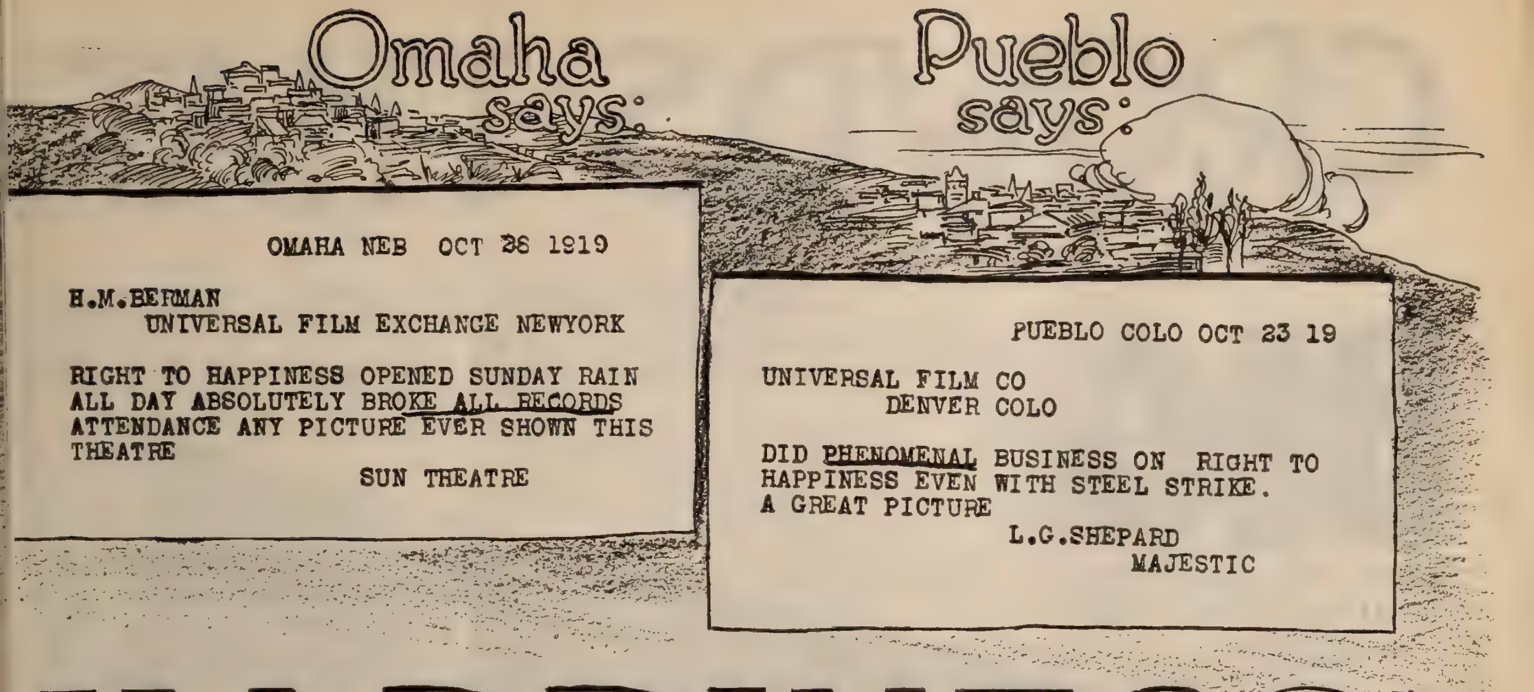
"The RIGHT TO

The Greatest Love Story Ever Told

THE REASON.

WHEN YOU SEE THE CROWDS COMING AND ALL THE TIME YOU ARE PACKING THEM IN AND YOU GET THAT 'GRAND AND GLORIOUS FEELING' - YOU FEEL SO GOOD THAT YOU JUST CAN'T HELP PASSING THE GOOD WORD ALONG AND YOU GO RIGHT OUT AND SEND A WIRE.- YES. WE 'RE GETTING A RAFT OF WONDERFUL TESTIMONY ABOUT "THE RIGHT TO HAPPINESS". FROM EVERYWHERE.

DOROTHY



OMAHA NEB OCT 26 1919

H.M.BERMAN
UNIVERSAL FILM EXCHANGE NEWYORK

RIGHT TO HAPPINESS OPENED SUNDAY RAIN ALL DAY ABSOLUTELY BROKE ALL RECORDS ATTENDANCE ANY PICTURE EVER SHOWN THIS THEATRE

SUN THEATRE

PUEBLO COLO OCT 23 19

UNIVERSAL FILM CO
DENVER COLO

DID PHENOMENAL BUSINESS ON RIGHT TO HAPPINESS EVEN WITH STEEL STRIKE. A GREAT PICTURE

L.G.SHEPARD
MAJESTIC

HAPPINESS"

produced under the direction of

ALLEN HOLUBAR

ONCE IN A WHILE

ONCE IN A GREAT WHILE COMES THAT RARE AND HAPPY COMBINATION OF POWERFUL STORY, TALENTED STAR AND MASTERLY DIRECTION. THE RESULT IS A WONDER PICTURE - THE SORT THAT SETS FOLK A-TALKING,-THE KIND EVERYBODY GOES TO SEE.

STAR,STORY,DIRECTION - THE TRIPLE COMBINATION THAT MAKES "THE RIGHT TO HAPPINESS" THE BOXOFFICE 'HIT' THAT IT IS.

PHILLIPS

CROWDS THAT

"If Holubar had done
handling of mob scenes

BIG-

"One of the big
pictures of the year."
WID

BIG-

"Holubar has handled these
big scenes in a masterly
fashion." *EXHIBITORS HERALD.*

Be ready to handle Your
The Greatest Love

DOROTHY PHILLIPS

America's Foremost Emotional Actress.
UNIVERSAL - JEWEL

PULL CROWDS

nothing else his
would make him great"

CHICAGO DAILY JOURNAL

BIG-

"Holubar has staged his
big scenes admirably"

N.Y. JOURNAL of COMMERCE

BIG-

"Big dimensions in this
rich entertainment."

M. P. NEWS.

crowds when You play
Story Ever Told

in

"The RIGHT TO HAPPINESS"

Produced under the direction of ALLEN HOLUBAR

PRODUCTION DE LUXE

INCREDIBLE!?

"One would hardly
Vivian could be one

"Dramatically, the striking
talent of Dorothy Phillips
hard to believe it is one

DOROTHY

IN ALLEN HOLUBAR'S

"The RIGHT

THE GREATEST LOVE

AMERICA'S
FOREMOST
EMOTIONAL
ACTRESS IN
THE GREATEST
DUAL ROLE
EVER SCREENED

NO TOWN
TO ADVERTIS

UNIVERSAL-JEWE

YES! BUT TRUE!

believe that Sonia and
and the same girl."
N.Y. JOURNAL of COMMERCE

element of the play is the
n the dual role. It is
and the same woman."
BOSTON GLOBE

PHILLIPS

ARVELOUS PRODUCTION

o HAPPINESS"

TORY EVER TOLD

TOO SMALL
ER TALENT

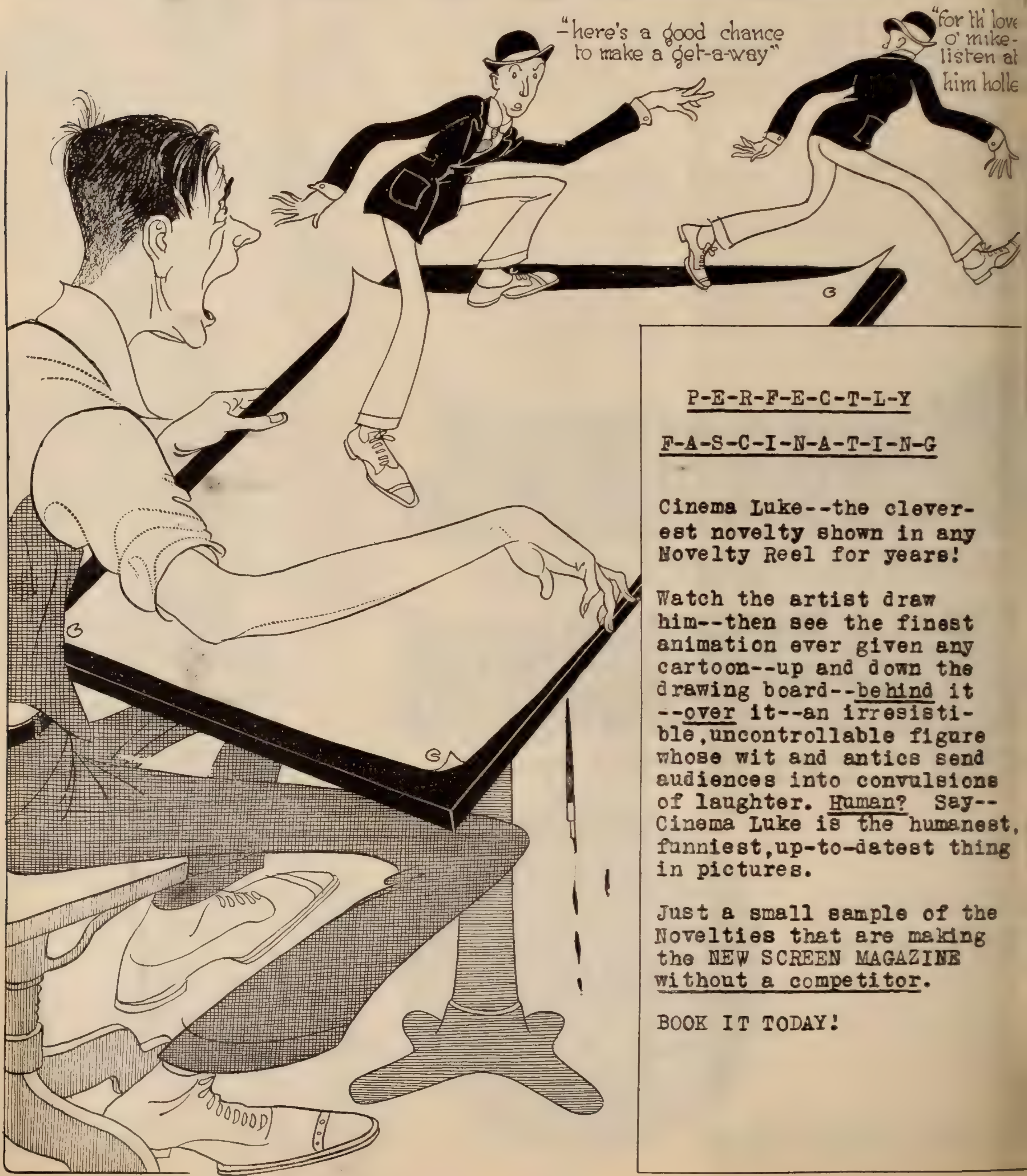
"SUPERB"
CHICAGO HERALD
"SPLENDID"
N.Y. MAIL.
"A REVELATION"
CHICAGO EVENING POST
"BRILLIANT"
LOS ANGELES TIMES
"MAGNIFICENT"
ST. LOUIS TIMES

RODUCTION DE LUXE

CINEMA LUKE

CLEVEREST
OF ALL ANIMATE
CARTOONS

SCREEN


"here's a good chance to make a get-a-way"
"for th' love o' mike- listen at him holle

P-E-R-F-E-C-T-L-Y

F-A-S-C-I-N-A-T-I-N-G

Cinema Luke--the cleverest novelty shown in any Novelty Reel for years!

Watch the artist draw him--then see the finest animation ever given any cartoon--up and down the drawing board--behind it --over it--an irresistible,uncontrollable figure whose wit and antics send audiences into convulsions of laughter. Human? Say--Cinema Luke is the humanest, funniest,up-to-datest thing in pictures.

Just a small sample of the Novelties that are making the NEW SCREEN MAGAZINE without a competitor.

BOOK IT TODAY!

APPEARS ONLY in the NEW MAGAZINE

"what'd you say? come back!"
"yuh have to ketch me first"
"I get nothin out of this job"
"so good by!"
"So long, Luke!"

he Advertising Policy of the New Screen Magazine Is

NO ADVERTISING!

What are we selling you and your audiences in the NEW SCREEN MAGAZINE?

We are selling you Novelties and Educational Subjects--simon-pure, all-wool-and-a-yard-wide--nothing else.

Are we imposing on you Advertising camouflaged as Novelties and Educational Subjects? WE ARE NOT!

Shall we ever impose on you Advertising in the artful guise of something else? WE SHALL NOT!

We are not tricksters--AND NEVER WILL BE!

GENTLEMEN! Look out for the snake!

Inspect your Novelty and Educational reels with the utmost care. Because, if the Snake of Camouflaged Advertising has slipped into them your audiences will soon see it--

as sure as shooting.

And you will be minus a lot of intelligent patronsthat might have been yours if you had trusted to a Novelty and Educational Reel that you know you can trust--

now--and tomorrow--and forever.

THE NEW SCREEN MAGAZINE!

"Who is it?" "O-o o-oh, I know" "Yes, it is!" Vice President Marshall

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus· Mgr.*

(*Copyright* 1919 *Universal Film Mfg. Co. All Rights Reserved.*)

VOL. 9. NOVEMBER 22, 1919, NO. 14.

BE THANKFUL.

THIS is the Thanksgiving season. In spite of the strikes, lockout, high prices and general confusion incident to peace after the War, we have a lot to be thankful for.

So what?

Be thankful.

Be thankful. If you don't know how much better it makes you feel to be thankful than to worry about your troubles and other peoples, principally other peoples troubles, just try to imagine what this country would be if we had not won this war, or if it had lasted another winter, or if your own health had not been spared. You know very well that your theatre was never so prosperous, that people never had so much money to spend in seeing the movies, that you can raise the price of admission any time you have an attraction that warrents an advance whole industry has been benefitted by to be otherwise. Be Thankful.

YOU certainly have never had better pictures to show than you have today. You did not have anything to do about that, but you can be thankful for it in your heart without having your exchange raise your rentals. It may be that the quality of other pictures has been raised. Maybe it has not. But one of the big, outstanding facts of this entire year has been the wonderful and admitted improvement in the Universal product. This improvement is admitted by the competitors of the Universal; it is admitted by the exhibitors; and finally it is admitted by the Universal. The whole industry has been benefited by this improvement. That is something to be thankful for. And it does not cost you any more to be thankful than to be otherwise. Be thankful.

Herman Stern and the sales force of the Pittsburgh exchange which won the recent exchange contest. They are a snappy bunch and are out after another prize.

TO the great majority of exhibitors, say 98 out of 100, the Universal has something to offer which will increase their profits. That is something to be thankful for. From the gigantic Capital Theatre in New York, which has already booked "Blind Husbands" and "Paid in Advance," and which showed "The Eternal Triangle" on the opening night, to the smallest house in the country the Universal offers the greatest diversity of product that it is possible to find. If you need features it has Jewels and Universal Special Attractions to pick from. If "short stuff" is needed, there is, first of all, the Stage Womens' War Relief Series of two-reel features which no theatre on earth can afford to pass up. There are Century, Rainbow, Lyons-Moran Star Comedies, the New Screen Magazine, Universal Current Events, International News and Hearst News, the greatest combination of new reels in the world today. There are two reel Westerns. Be thankful for such a company.

AS a result of hard unremitting work, the will to succeed under difficult conditions, and the undeviating determination to be worthy of the success, the Universal finds itself in the best position it has ever enjoyed as a business proposition. The Universal is thankful for that. Every exhibitor who has played the Universal pictures and has prospered with the Universal should be thankful. Is it any wonder that the Universal should have suggested a Universal Holiday Season in which to express this universal thankfulness? No wonder at all. Just plain common sense. Be thankful.

"We hope to bring it back" writes C. E. Stillwell of the Stillwell Theatres Company

We have just closed a week's run on your wonderful picture 'THE HEART OF HUMANITY,' and to say that I am pleased with results is putting it very mildly. We ran to capacity houses every day the picture was on, in spite of the fact that all the other theatres in the city had especially strong programs. We hope to bring it back for a second run at a later date.

Personally, I consider 'THE HEART OF HUMANITY' ONE OF THE BEST PICTURES WE HAVE EVER RUN. It is a story that appeals to everyone and the mouth-to-mouth advertising was of as much value to us as any other medium of advertising we had. Everyone wanted their friends to see it. This was proven by the way the daily receipts climbed. I can cheerfully recommend this picture to any one desiring an attraction that will get money for them."

Allen Holubar's Super-Production
The Picture that will live forever
featuring

Dorothy Phillips

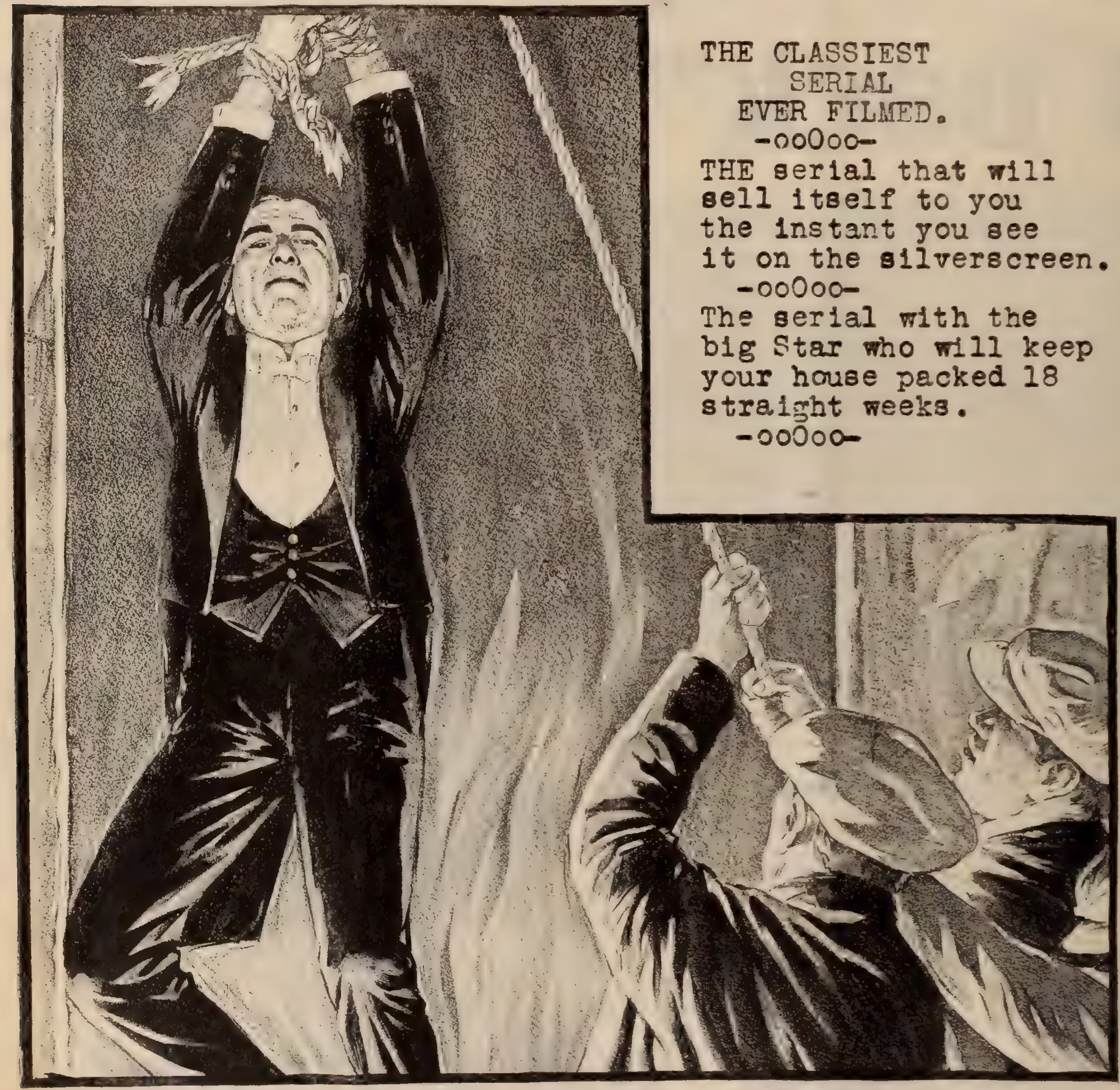
"The HEART of HUMANITY"

Released thru *Productions (inc.)*

JAMES J. CORBETT

IN

"THE MIDNIGHT MAN"



THE CLASSIEST
SERIAL
EVER FILMED.

-ooOoo-

THE serial that will sell itself to you the instant you see it on the silverscreen.

-ooOoo-

The serial with the big Star who will keep your house packed 18 straight weeks.

-ooOoo-

You owe it to yourself as a wide awake exhibitor to SEE with your own eyes, this serial classic,-"THE MIDNIGHT MAN" with easily the biggest box office star that ever appeared in any serial, anywhere at anytime. Packed with those dramatic thrills, love romance and ACTION that will enthrall your patrons. Tremendous advertising and publicity helps to enable you to put over "THE MIDNIGHT MAN" with a colossal smash. GET ACTION NOW!!

Now showing and booking thru all Universal Exchanges

Announcement Extraordinary

Happy Days!

They're almost here! The happiest days of the year! The days for gifts of friendship--entertainment. Universal's gifts to you and your good friends will be found lavished thru the following fourteen pages of this Special Section. Pass our contribution on! Every one is a Universal Holiday Season Picture--specially selected.

At this time -- more than any other -- Universal feels the joy of its mission to the amusement-loving public. This mission is a trust and this year we have justified it more than ever by specially making and specially offering pictures that splendidly reflect the season's spirit. But these pages hold only part of our gift to you. In subsequent issues will be found complete announcements of these other holiday pictures still to come,—watch for them.

COMING

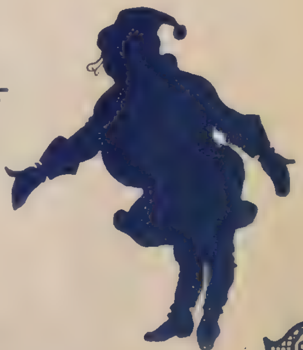
Universal Holiday Special Attractions

Ora Carew in "UNDER SUSPICION"
Frank Mayo in "LASCA"
Harry Carey in "A GUN FIGHTIN' GENTLEMAN"
Mary MacLaren in "THE POINTING FINGER"

Comedies

Lyons and Moran in "WOES OF A WOMAN"
Neal Burns in "BABIES IS BABIES"
Mrs. Joe Martin in "THE GOOD SHIP ROCK'N RYE"

One word more. At your Universal Exchange you'll find a Special Holiday One-sheet -- and a handsome Holiday Sticker for all your Universal Holiday Pictures. Use both of these liberally. Boosting Holiday happiness is profitable business.



UNIVERSAL

The Washington **Herald** says;

"BLIND HUSBANDS" IS ONE OF THE BEST PRODUCTIONS OF ITS KIND EVER CONCEIVED."

The Washington Post says;

"BLIND HUSBANDS" THROBS WITH VITALITY. IT SOARS WITH A TREMENDOUS SWWEP STRAIGHT TO A CRASHING CLIMAX."

Carl Laemmle *offers*

Stroheim's Wonder-Play

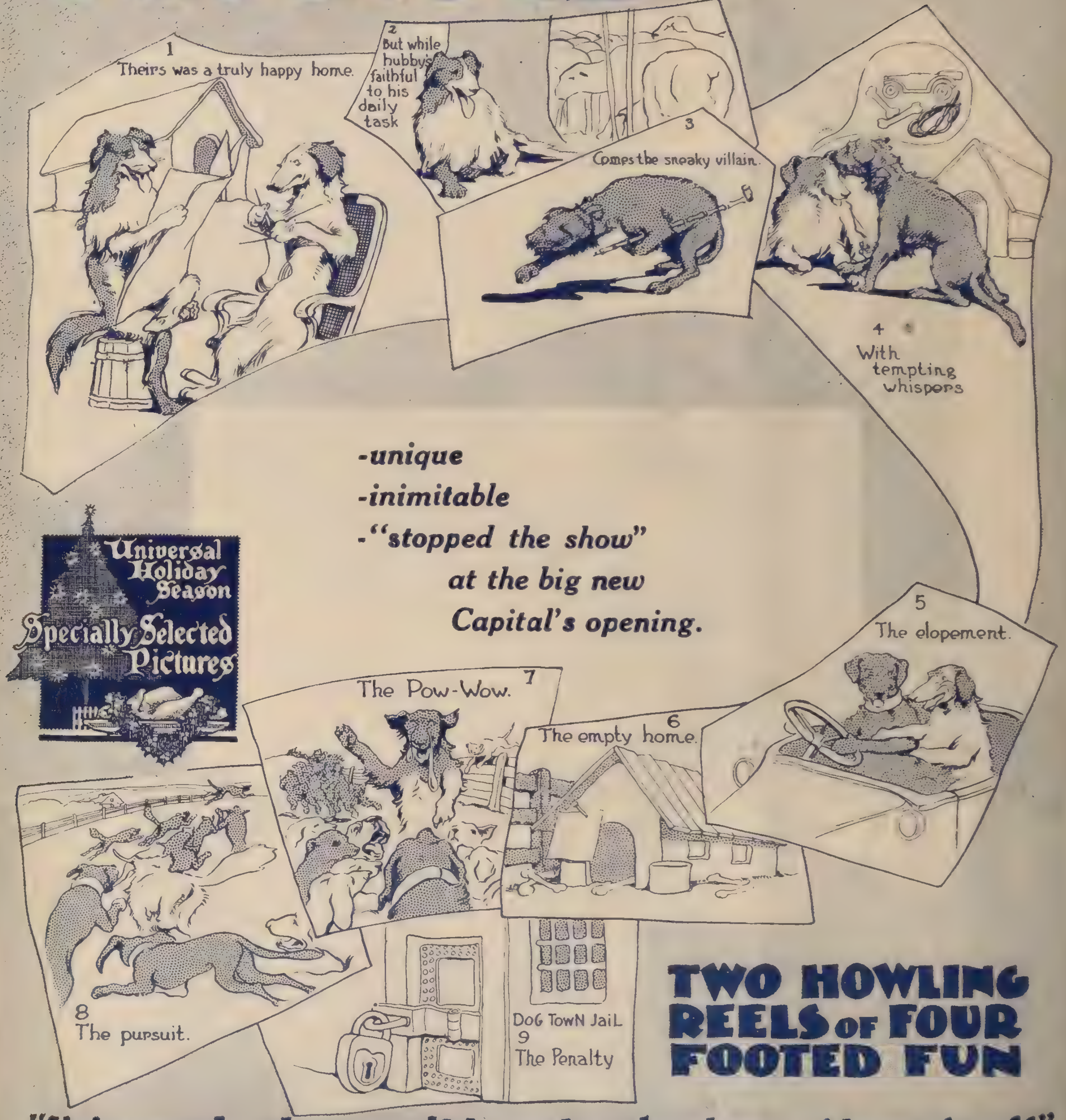
The most enthralling Motion Picture Drama that the Art has ever produced

UNIVERSAL-JEWEL PRODUCTION DE LUXE

"BLIND

HUSBANDS'
MONROE

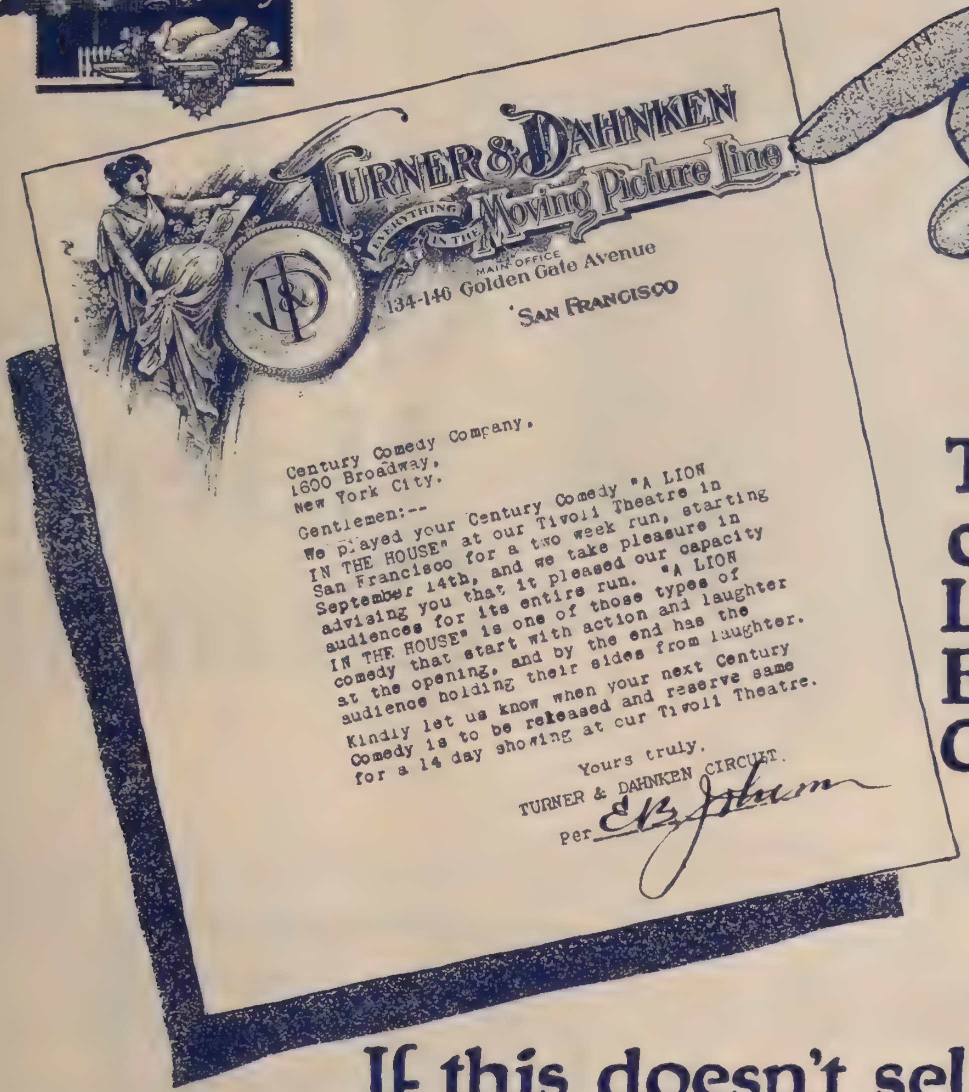
"The ETERNAL TRIANGLE"



-unique
-inimitable
-"stopped the show"
at the big new
Capital's opening.

TWO HOWLING REELS OF FOUR FOOTED FUN

"Universal always did make the best Short Stuff"



TURNER & DAHNKEN
EVERYTHING IN THE Moving Picture Line
MAIN OFFICE
134-140 Golden Gate Avenue
SAN FRANCISCO

Century Comedy Company,
1600 Broadway,
New York City.

Gentlemen:--

We played your Century Comedy "A LION IN THE HOUSE" at our Tivoli Theatre in San Francisco for a two week run, starting September 14th, and we take pleasure in advising you that it pleased our capacity audiences for its entire run. "A LION IN THE HOUSE" is one of those types of comedy that start with action and laughter at the opening, and by the end has the audience holding their sides from laughter.

Kindly let us know when your next Century Comedy is to be released and reserve same for a 14 day showing at our Tivoli Theatre.

Yours truly,
TURNER & DAHNKEN CIRCUIT.
Per E. B. Johnson

This is from one of the LARGEST Exhibiting Concerns in America

If this doesn't sell you

CENTURY LION COMEDIES

Then you are absolutely turning your back on the biggest winners now before the Trade — A Contract on **CENTURY LION COMEDIES** is worth it's weight in gold — Released every other week by the

UNIVERSAL

Mildred
Harris
Chaplin

IN TWO INIMITABLE

LOIS WEBER

PRODUCTIONS

UNIVERSA

HOME

The Story of Every Girl

A PICTURE OF REAL HEART APPEAL, BEAUTY AND DELIGHTFUL CHARM. JUST THE KIND OF PLAY THAT WOMEN LIKE - JUST THE KIND THAT ALL MEN LIKE WHO LIKE WOMEN.
EXQUISITELY DRESSED, PERFECTLY APPOINTED, ABSORBINGLY REALISTIC WHETHER THE SITUATION IS LAID AROUND A DEAL TABLE OR A CIRCASSIAN ESCRITOIRE.
IN OTHER WORDS, IT 'S A MILDRED HARRIS-LOIS WEBER PRODUCTION --- PERFECT.

FORBIDDEN

PERHAPS THIS TITLE WILL DRAW MORE WOMEN THAN MEN. FORBID A WOMAN ANYTHING AND IT PROMPTLY BECOMES INTERESTING. THE STORY OF A HAPPY LITTLE POOR GIRL WHO BECOMES AN UNHAPPY RICH WIFE --UNTIL SHE FINDS THAT IT WAS FOR HER OWN GOOD THAT SOMETHING WAS FORBIDDEN. NEVER WAS LOIS WEBER MORE ARTISTIC --NOR MILDRED HARRIS HALF SO APPEALING.

-JEWEL

Mrs Joe Martin says:

You see me here as a Chimpanzee IMITATING an Office Boy who is, in turn, IMITATING an IMITATION Physician.

This is something never before attempted on any screen anywhere in the wide, wild world, ancient or modern. Many monkeys.........and some few human beings of a higher order.........are able to give your audiences a simple and easily executed DOUBLE imitation but I.........Mrs. Joe Martin.........am the ONLY actress now appearing before the public who can successfully entertain your gasping friends with an amazing characterization of no less than THREE separate and distinct personalities. This remarkable IMITATION-IN-TRIPLICATE.........developed by me and me alone.........is really THREE SHOWS IN ONE.........and say!......... take it straight from a lady.........it's the biggest laugh getter since your forefather climbed down out of his tree.

Universal Holiday Season
Specially Selected Pictures

UNIVERSAL
Jewel
1600 Broadway New York

A JUNGLE GENTLEMAN

The
World's
Best

STAGE WOMENS WAR RELIEF SERIES

Two-Reel Photoplays
de Luxe

Carl Laemmle
has the honor
of presenting

"WINNING HIS WIFE"

Specially written by Katherine Kavanagh
featuring

CYRIL MAUDE
and
VIOLET HEMING

Supported by this Remarkable Cast

Mrs Sam Harris — David Bispham
Capt. Fred Lloyd — Mrs Charles King
Louise Closser Hale

Directed by George W. Terwilliger
Supervision of Eugene Spitz
Distributed Solely thru
UNIVERSAL-JEWEL

"Half-hour Masterpieces"
is what S. Barrett McCormick
of the Circle Theatre in
Indianapolis terms them

◆

"ONE OF THE BEST BUYS
OF THE SEASON" SAYS
GEORGE FISCHER OF
SAXE'S ALHAMBRA,
MILWAUKEE.

EILEEN

It takes EXPERIENCE to make a successful Serial. Because a Serial MUST have certain things in it........and if you haven't learned by hard experience exactly WHAT these things are you're going to leave some of them OUT and your Serial is going to FLOP.

You........and your people........will wonder WHY "THE GREAT RADIUM MYSTERY" simply FASCINATES with its wild, tearing, gripping, thrilling fantasy of a beautiful woman pursued by a band of man-devils........but WE know why. It's because we MEANT it to fascinate........ and we put the things in it that MAKE it fascinate........and EXPERIENCE told us HOW to put them in.

Book the Serial that EXPERIENCE made. You CAN'T lose.

The GREAT RADIUM

18 Weeks
of
the Thrills of Beauty
and
the Beauty of Thrills.

The Serial that
Experience made

with
CLEO MADISON
BOB REEVES
and a
BIG
UNIVERSAL CAST

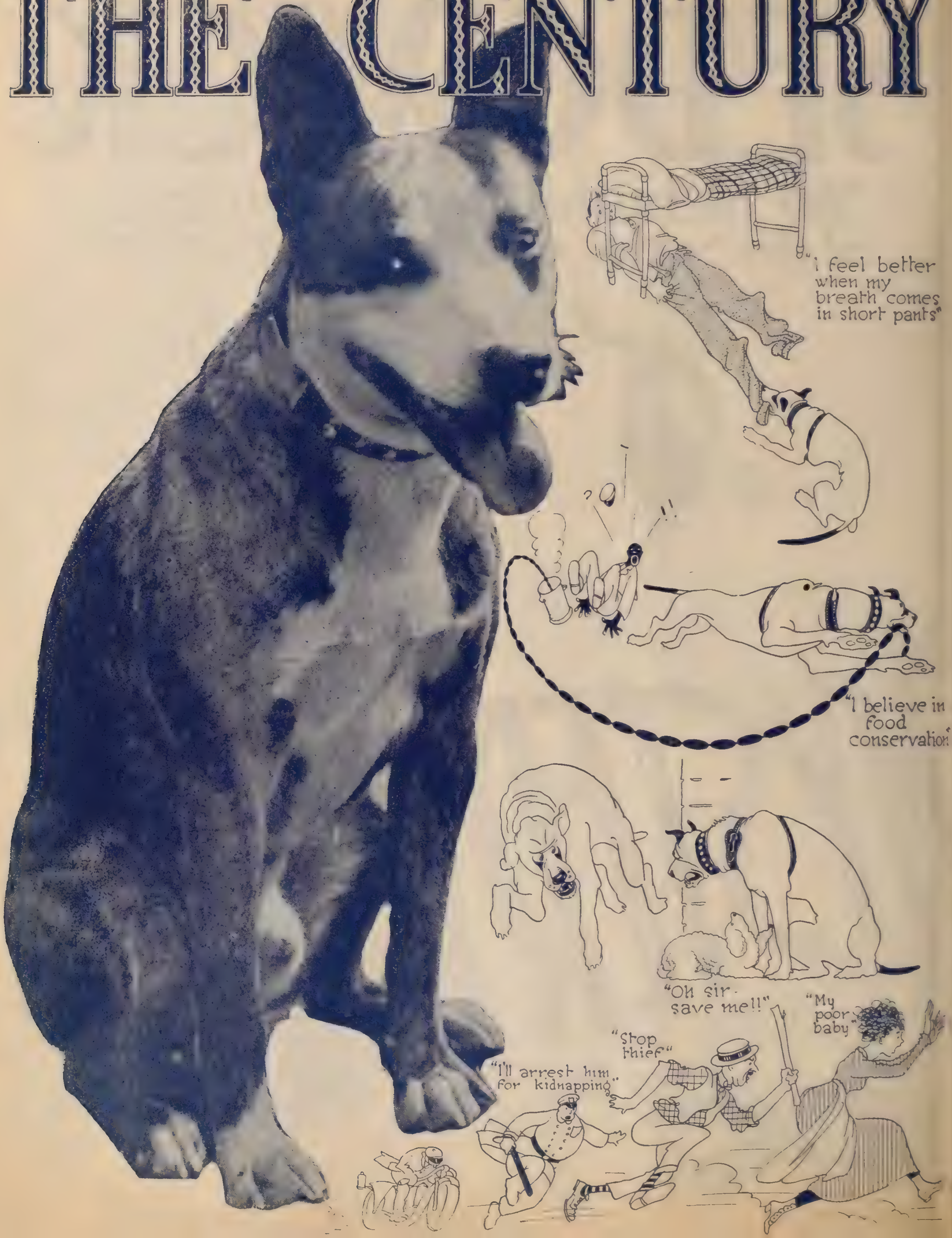
PRODUCED BY PACIFIC
PRODUCING COMPANY

NOW BOOKING THRU EVERY
UNIVERSAL
EXCHANGE

SEDGWICK

The Beautiful, Daring Heroine of the Serial of a Thousand Thrills

THE CENTURY


"I feel better when my breath comes in short pants"
"I believe in food conservation"
"Oh sir save me!!"
"My poor baby"
"Stop thief"
"I'll arrest him for kidnapping"

WONDER DOG

The Smartest Thing on Four Legs

An Irrisistibly Funny Century Comedy

"BROWNIE'S DOGGONE TRICKS"

Directed by
VIN MOORE

Supported by
DOT FARLEY, PHIL DUNHAM, LOIS NIELSON
and a chorus of
JAZZ *and* BEAUTY.

"TEN NIGHTS in a BAR TEA ROOM"

Triple-Brewed,
Up-to-date, hilarious
Fun served
piping-hot
-by

"Good
for the Nerves"

LYONS and MORAN

Universal
Holiday
Season
Specially Selected
Pictures

See this Star Comedy today
AT YOUR UNIVERSAL EXCHANGE

"THE GREAT RADIUM MYSTERY"

Episode 7

"A FLASH IN THE DARK."

CAST.

Ivis Pemberton (The Countess Nada)	Cleo Madison
Eileen Marston	Eileen Sedgwick
Frank Bird	Edwin J. Brady
Jack Turner	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Hawk	Robert Gray
The Rat	Gordon MacGregor

As the mystery man comes to the mine, Eileen manages to crawl out from under the bank of sand and while the guard is not looking, she again eludes him and darts into the tank. The Mystery Man knows that an attempt is being made to get the banker to sign the deed of the property over to the Buzzard and he takes Eileen to the mansion.

In the meantime, the Buzzard had taken Mme. Nada to the mansion, overpowered the butler and changed his clothes with one of his own henchmen. He took the clothes that Sydney had worn and Madame Nada put on Eileen's clothes which she found in her room. Then they called up the banker and asked him to come over directly. He smelled a rat and took a number of his men with him. He was admitted by the fake servant and in the drawing room he professed himself unable to sign without the assent of Mr. Marston. The Buzzard was all for force. He drew his revolver and ordered the banker to sign.

It was a trying moment for all of them. Suddenly Bob, who had also escaped from the mine and had come to the house hanging on the tire carrier of the car which brought the Buzzard's gang, burst into the room. But he was soon overpowered and laid out on the floor. Then to the astonishment of all, one of the pictures on the wall was slowly lowered from the top and Eileen, revolver in hand ordered all to throw up their hands. Someone turned out the lights in the room and a dozen revolver flashes punctuated the darkness.

"THE TRAIL OF THE HOLD-UP MAN."

Two-Reel Western Drama.

CAST.

Bob Watson	Hoot Gibson
Smith	Roy Watson
Madge Keene	Madge Lane
Sheriff	Ed Burns

THE Great Western Hotel is run for the gullible Eastern Tourist but business is bad. Bob Watson, discharged from the U. S. Overseas Army is refused his job back. While he is talking with his old friend, the clerk, a guest asks the clerk to cash a check. He says he can't until the money comes in an the afternoon stage. Bob gets an idea.

Madge Keene, a guest, is a writer who has come West to get local colour. The stage is on its way towards the hotel carrying the pay-roll and a few passengers. A masked man springs out with the command: "Hands up." He takes the pack of currency and rides away. The hold-up is reported in every paper and results in bringing tourists to the hotel with a rush. Madge Keene in the hope that she may see a real live bandit at work, rides on the stage every day, but fails to find him. One day she sees the stage coming up the pass and sees the hold-up man get on the job. She rushes down, meets the bandit and grabs him. His mask comes off—it is Bob. Madge is greatly surprised but clings to him. The Sheriff gives chase. Bob picks Madge up and rides off. The Sheriff pursues and opens fire. Bob is wounded but arrives at the cabin with Madge. Madge nurses him until he is recovering. Bob falls in love with her and she begins to realize that she loves him. Bob picks up some of her m.s. and learns that Madge has only been playing with him. He is furious and denounces her. The Sheriff comes to the cabin to arrest Bob. Madge finds that she really loves him and makes an attempt to mislead the Sheriff. Bob overheard and asks Madge if she loves him. She replies to the effect that she does. Just then Smith arrives on the scene in time to disclose that the hold-ups have all been put up jobs to advertise the hotel.

"TEN NIGHTS IN A TEA ROOM"

LYONS-MORAN STAR COMEDY

CAST.

The Tenderfoot	Eddie Lyons
Leather Neck Pete	Lee Moran
Anti Tea Drinkers	Mildred Moore Charlotte Merriam

SINCE tea has become the national drink, we find Grizzly Gulch in its throes. Leather Neck Pete, a roaring, ripping, ranting ruffian, has just killed the eleventh tea mixer in the Grizzly Gulch saloon for his failure to suit his taste in the new and slaving beverage.

Out of the east blows in a tenderfoot, who becomes the twelfth tea mixer. The hangers-out hold their breath, a desperate game of tiddle-de-winks stops, and the local embalmer is ready for business as they all await a verdict of the terrible tea tank Leather Neck Pete. A general sigh of relief goes up when he announces that a desperate mixture of Lye, Carbolic Acid and Bar Polish is the finest thing he ever tasted. Delicately stirring his tea with the barrel of his six shooter, Leather Neck roars for another drink, but unfortunately the new mixer has used up all his corrosive material, and trouble starts. In the nick of time the Anti Tea League headed by two dazzling, dimple-faced damsels, members of an Anti Tea League, enter and a sudden wave of reform goes thru the crowd and all rally underneath the banner bearing the solgan:—DOWN WITH DEMON TEA.

A grand victorious march and once more "another" beverage is wiped from the slate.

FORESIGHT!

Read
what Tom Moore
of Washington
says
about this
newest star

"I regard Priscilla Dean as one of the coming stars of the country. Judging from her uniquely fascinating personality, together with her versatile ability and her beauty, it is my opinion that she will develop into ONE OF THE FIVE BIG STARS OF AMERICA. My patrons have nothing but praise for her work."

PRISCILLA DEAN

Shortly, this phenomenal star will be seen in a tremendous, new superfeature —one of the most perfectly finished photodramas ever made—and more will follow. If you are wise, IF YOU HAVE FORE-SIGHT, you will make immediate showings of all the established Priscilla Dean successes you have not as yet played.

They will not only make money for you, THEY WILL SAVE YOU FUTURE ADVERTISING BILLS, and insure you A READY-MADE CLEAN UP on her forthcoming new, big super-plays.

UNIVERSAL
Jewel
1600 Broadway, New York

HINDSIGHT!

"WE WANT ANOTHER DEAN PICTURE. We don't care what the title is SO LONG AS IT'S A DEAN,"

Regent Theatre
Blackwell, Okla.

"We only wish there were more of such stars and plays."

Princess Theatre,
Ames, Iowa.

"WE WOULD ADVISE EVERY EXHIBITOR to book Priscilla Dean and so ensure a big house and a satisfied audience."

Washington & Gem Theatre,
Sherman, Texas.

"Pictures like these are bound to make good with any audience... They are IN A CLASS BY THEMSELVES."

Gem Theatre, Sheridan,
Wyoming.

"It is refreshing to get PICTURES OUT OF THE BEATEN PATH. Miss Dean has established herself firmly with our patrons."

Wilbert Theatre,
Plaquemine, La.

"OH YOU EAST LYNN."

RAINBOW TWO-REEL COMEDY
(*Copyright* 1919 *Century Comedy Co.*)

E Lynn, was the main actor, property boy, carpenter and general works of the one ho'se town show house.

The proprietor rushes in all excited with the startling news that a real show was coming to their theatre. Lynn, who didn't know the war was over and was still knitting for soldiers, gets busy chasing the cobwebs from the footlights.

At the last moment the star of the show disappoints them, and they have to call on Lynn's wife to take the leading part. Great is the excitement in the audience, when the honorable Madam Lynn is announced.

The chorus girls won't have anything to do with Lynn and his assistant actor, (Billy Engle) and when it is time for their turn, the boys turn out the lights and pull down the curtain. The girls run off yelling for the stage manager. In the meantime the boys do a funny skit on the stage themselves.

A very deep stirring playlet is enacted, wherein the discovery of a valuable "cellar" is made and all hands leap for the key to this "cellar". But alas, and alack the old miser won't let any one have any of his beverage. He drinks it all himself and dies.

The prop boy succeeds in winning the love of one of the chorus girls. She confides in her chum that he promised to make a star of her if she will run off and marry him. With that, his wife comes on the scene. A chase follows with many novel twists and funny unexpected situations.

INTERNATIONAL NEWS.

NO. 46

International Presents First Pictures of Heligoland Fortress.

Sub-Titles.—Striking views of the great stronghold that held the British fleet at bay for four years of war. Monster weapons mounted in shell proof steel turrets—guns with which the island fairly bristles. A group of heavy armored batteries. Workmen have begun to dismantle the batteries in accordance with the terms of the armistice.

Arctic Kings Arrive.—Polar bears from the frozen Northland—from a whaling boat in a "private car".—*San Francisco, Cal.*

Wooden Cars Smash When "L" Trains Telescope.—New York City.

Pershing Takes Part in Observance of Armistice Signing.—Washington, D. C.

Sub-Titles.—"Black Jack" plants a redwood tree in memory of that day when the kaiser called quits. And the doughboys add a little something to the celebration.

Firemen Brave Death!—Falling walls endanger lives as big factory burns.—*Long Island City, N. Y.*

In the Public Eye.—Sir Thomas Lipton inspects the Shamrock IV—International Yacht Cup Challenger. —*Brooklyn, N. Y.*

Sub-Titles—Since before the war the Shamrock IV has rested in drydock. "We are Americans—We cannot fight our Government. We comply with the mandate of the court" —Statement of John L. Lewis, coal strike leader, ordering the miners back to work.

Honorable Chopsticks. — Society leader interprets a Japanese drama for a gathering of society folks.—*Philadelphia, Pa.*

Sub-Title—"Wil-ella"—the beautiful Oriental home of Mrs. William B. Sheppard—is the setting for Mrs. Vivien Goodale's Japanese characterization.

Football Thrills.—Stirring moments during Dartmouth's struggle to victory over Pennsylvania.—*New York City.*

Prince of Wales Is Guest of the Nation.—Washington, D. C.

Sub-Titles.—Vice President Marshall welcomes the Prince at the Union Station while the British National Anthem is played. Weather that must have reminded the Prince of "dear ol' Lunnon". At the White House for a visit to President and Mrs. Wilson. Edward Albert Christion Andrew Patrick David, Earl of Chester, Duke of Cornwall, Duke of Rothesay, Earl of Darrick, Baron of Renfrew—Earl of Dublin, Lord of the Isles, Great Steward of Scotland—His Royal Highness, the Prince of Wales—gives the cameraman a chaance.

Universal Current Events.

No. 46.

Fast Passenger Trains Crash; Twelve Killed, Many Injured.—Acton, Cal.

Huge Aeroplane Ready for First Express Trip.—Monster Handley Page is loaded for New York-Chicago service.—*New York City.*

Sub-Titles.—The well known metal "strong box" suggestive of pony express and stage coach hold-up days. "All-l-l aboar-r-d! Hand-ley Page Limi-ted! Chicar-go and all points West!"

Students Honor Memory of Theodore Roosevelt.—Gather in Hearst Greek Theatre of University of California. *Berkeley, Cal.*

Sub-Titles—Contributions for Roosevelt Memorial Fund.

Sub-Titles.....President Poincare on steps of City Hall pins the medal upon the Mayor. Heroes—Winners of the Croix de Guerre—march in review.

Croix de Guerre Given to City of Paris By French President.—Paris, France.

Training Fire Laddies.—Overseas veterans learn joys of a fireman's life —*Boston, Mass.*

Sub-Titles.—"Over the top!" Like jumping the German trenches—only easier.

Where Scraps Count.—At this mill junk is melted down and made into street car rails.—*Pittsburg, Pa.*

Sub-Titless—Dante would feel at home in this modern Inferno. Looks like spaghetti, but it's red hot metal.

Super Dreadnought is Nearing Completion.—Huge "California" is first of her class to be built on Pacific Coast.—*San Francisco, Cal.*

....*Hayfoot! Strawfoot!*—School boys undergo compulsory military instruction—and like it!—*New York City.*

Sub-Titles.—"You'll like it!" "Snap into it!"

How Uncle Sam Helps Pay Your War Taxes!—Sure! By stamping out plenty of pennies at the mint!—*Philadelphia, Pa.*

Homage to Terpsichore.—At a modern shrine of the muse of the dance.—*San Diego, Cal.*

On Flying Duty With the Mexican Border Guards.—El Paso, Texas.

Sub-Titles.—Spinning Above the city of El Paso. Over the International bridges of the Rio Grande—El Paso on the left—Jaurez, Mexico, on the right. Ship ahoy! Another of Uncle Sam's border patrol planes.

"TREMENDOUS DRAWING POWER"

READ

"I cannot help it - I must let you know what a tremendous drawing power your "ELMO" serial is - it is making good money for us Every week new patrons are added."

Mrs J.A. Dostal Mgr
Ideal Theatre
Omaha Neb

"ELMO THE MIGHTY"

THE BIGGEST SERIAL IN YEARS

UNIVERSAL MADE

An effective Lobby Display by the Superba Theatre, Los Angeles.

Universal Film Co.,
1600 Broadway, N. Y.

Gentlemen:—

I have just finished showing your production "The Heart of Humanity", and wish to tell you that it is great, wonderful and is the talk of the community.

The direction could not possibly have been any better, the title was a drawing card and a big money maker and Dorothy Phillips is well known.

Yours sincerely,
S. S. Sigman, Mgr.
Elite Theatre, Pella, Ia.

A BIG WONDERFUL PICTURE.

Universal Film Exchanges Inc.
Butte, Montana.
My Dear Mr. Bourke:

....I just wish to call your attention to the very great success we have had with our four day engagement of Mrs. Charles Chaplin in "FORBIDDEN".

We carried on an extensive campaign, advertising the fact that Mr. and Mrs. Charles Chaplin would be presented at the Orpheum and in spite of the fact that the Chaplin comedies had been run here many times before, our patrons seemed to realize that they were really getting a novelty in the way of picture presentation.

Let me also add that "FORBIDDEN" is a big, wonderful picture in every respect and does credit to Lois Weber's well known directorial genius.

Standing room only was the predominating feature during the run and our records show it to be the biggest four day business we have had in many months.

Thanking you for many past favors and with best personal wishes,

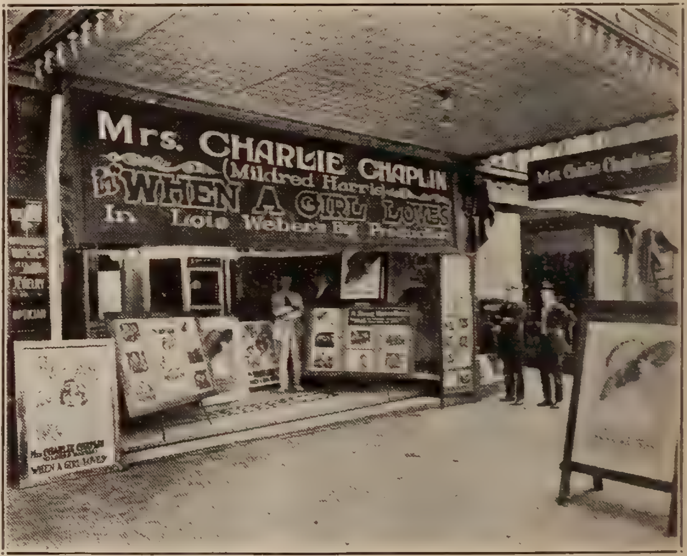
Sincerely yours,
ANSONIA AMUSEMENT COMPANY
By Paul De Mordaunt,
Manager.

P. D/S

USED SINCE ITS INCEPTION

"We have been using the "New Screen Magazine" in all our theatres ever since this reel was made and have found it to be one of the most satisfactory single reel subjects we are using on our program."

Walter Rosenberg,
Savoy Theatre,
New York City.



Gayoso Theatre, Kansas City... Geo. Christman, Mgr.

Jack Roth says his position is a Trust

MR. Jack Roth, manager of the Isis Theatre of Kansas City, Mo., takes his position as a trust. The Isis Theatre is one of the biggest, if not the biggest, suburban house in Kansas City. It is located next to one of the busiest intersections of the city. Yet, it is a neighborhood theatre.

Mr. Roth has certain set principles by which he runs his theatre and tries to stick to them to the best of his ability. Instead of selecting any "pulling" picture that comes along he weighs the attractiveness of each by his standard.

"I want no young man or no young girl to blush after seeing my pictures." he remarked recently. "I desire no mother or father to be ashamed to take their children to my theatre. And I look at every picture with this idea in mind."

Once he was asked if he would show a certain picture which was making big money downtown.

"No," he replied. "That makes no difference to me; I won't play it. There's too many young folks come to my theatre and it's not the kind to show them. I won't."

Mr. Roth broke a rule of not showing serials in his theatre when "Elmo the Mighty" came along. He did this because he thought it a good picture to show to children. What did he do? He made arrangements to show it as a special attraction on Saturday afternoon for the children. And it's just what they want and like.

"Home" is the kind of picture that he likes to show. And he made the most of the star in the production, Mrs. Charlie Chaplin. His display consisted of two one-sheets of the star, a one-sheet showing the star and scenes from the play and a 22 by 28 card. It is a modest display but the kind that his class of patrons like.

In the papers he supplemented his lobby display by advertising. The night before he ran a statement of the production that was coming below his ad for that day. The day of the show he ran a three inch two column ad of the play, featuring the name of the star. His whole aim was to play up the star, taking advantage of Charlie Chaplin's publicity . The Isis seats 1,500 persons and did a very good business on "Home."

As said before, Mr. Roth takes the position of manager as a trust and tries to give his patrons the kind of pictures that they will not be ashamed to see or have their children blush to see. And he is succeeding very well.

A SPLENDID VISUALIZATION.

Dear Mr. Laemmle:—

I take this opportunity of thanking you for the privilege which you extended to me of witnessing "The Right To Happiness" last Saturday evening. That I enjoyed your wonderful production I need hardly say. It was indeed a splendid visualization of the powerful forces which operate in society today. I could not but help think as I sat and gazed at that moving Panorama of love and hate, of passion and the ultimate triumph of understanding what hope the future had in store. For I cannot believe that, now that mankind is opening its eyes and learning the great potential educational value that the cinematograph possesses, it will ignore this power. For only by such a dramatic appeal to the emotions and sentiments of the heart as "The Right To Happiness" makes, can there be an approach to the outstanding and fundamental problem of this age—the relation between Capital and Labor.

The nswer given to this problem will set mankind on the road to weal or woe. Your picture powerfully portrays this problem, permitting the spectator to behold man's agony and brutality, his indifference and callousness and yet his sublimity in rising to the nobler heights when he comes to an understanding—an understanding that touches the heart-strings of his higher self.

Yours is indeed a picture well worth the time and money to see.

Sinai Social Centre Very truly yours,
Chicago, Ill. S. D. Schwartz, Executive Secrtary.

The home like lobby and front of the Isis Theatre of Kansas City, Mo. an uptown house.

The Woman Who Knows No Fear

MARIE WALCAMP

"Marie Walcamp, daring adventurous and attractive, is almost in a class by herself. Action is always the keynote of the stories in which she appears and this is particularly the case in these two reel-stories. The plots are unique in character. Plot novelty is a thing that has long been needed in this class of a story and it is in evidence here."

M. P. WORLD

"The RED GLOVE"

INCOMPARABLE as the heroine in this amazing serial with its all enthralling story carrying you with incredible speed and excitement from episode to episode.

"The SPUR AND SADDLE SERIES"

INIMITABLE as Tempest Cody in the best staged and most thrilling red-blooded Western two-reel dramas ever screened. They measure up like 5 reel features. See one today, then you will want to book them all!

UNIVERSAL MADE

JAMES J. CORBETT in
"THE JAWS OF DEATH"

Episode No. 14.
"THE MIDNIGHT MAN"

CAST.

Jim	James J. Corbett
Nell	Kathleen O'Connor
Spike	Noble Johnson
Morgan	Joe Girard
Pietro	Sam Polo

As the Midnight Man drops from the roof, seemingly to be impaled upon the steel pickes below, Nell Morgan's machine crashes into the fence and the Mystery Man lands in the car. But the gangsters are upon the pair.

"Go!" the Midnight Man commands his Good Samaritan. "I'll hold them at bay. If they get me you can follow—at a distance, mind you!"

Spike has rejoined his creatures, the Midnight Man is overpowered. The crooks drive to the railway yards with the idea of a terrible vengeance on the Midnight Man in mind.

The masked burglar removed his hat, ostensibly smoothing an aching brow. But he deftly reaches into the sweatband of the headpiece and withdraws—a tiny revolver.

As Nell's car drives alongside the gangsters' machine, the Midnight Man, having given the signal, the latter presses the miniature muzzle of his weapon to Spike's temple.

A furious pursuit ensues. At a railroad viaduct the Midnight Man drops a rope to the ground and Nell and he attempt a get-away. But the gangsters divide forces and escape is made impossible.

In Spike's shack the fellow taunts his victim and the girl. He phones Morgan and defies him; tells him the Midnight Man's last hour has struck. Morgan sees he will never learn the secret of the ring and pleads for the prisoner's life. He starts for the place, his words having no avail.

The Midnight Man, though bound, succeeds in breaking away from his captors. A chase up runways and steps of a packing house—takes the Midnight Man to the roof. The night shift are quitting. Spike, following his quarry, sees a machine of malignant appearance, a tremendous affair with swirling metal thongs,—a hog is run through it and emerges denuded of hair.

"A splendid torture chamber," is Spike's thought.

The Midnight Man, swinging by a rope from the roof to a window, is set upon by the gang.

Nell slips in unobserved. Jim is trussed up and put on a conveyor that draws him slowly but evidently surely toward the sinister machine.

LOOK FOR ME

I Am The L---M---

I'm on my way to YOU

HERE SOON

Watch! Wait! See!

Screen Magazine.
No. 41.

Screen Magazine No. 41 opens with a comprehensive squint at the agate industry. Since Germany went out of business the machinery world looks to the Rogue River district near Medford, Oregon for its agate supply. The caterpillar of the white tussock noth is the most beautiful of the common caterpillars. Science calls him Hemerocampa Leucostigna, but he can't help that. Then we meet Brother Ducan, the 98 year old colored preacher who, for twenty-five years has preached in the streets of Oklahoma City. The slow-motion camera gives us a funny view of Fifth Ave. and 42nd Street and our own chemist experiments with liquid air. Some of the dangers of washing windows are pointed out very lucidly to us and an animated cartoon and a futurist movie of Vice President Thomas R. Marshall complete this highly entertaining issue.

Universal Holiday Season

Specially Selected Pictures

HEARST NEWS, No. 46

Distinguished Clergy Dedicate Cathedral of Sacre Coeur.—Paris, France.

Sub-Titles.—Cardinals from all parts of the world and more than 80 Archbishops and Bishops take part in the procession of the sacred relics. Cardinal Legate Amette, representing the Pope, consecrates the cathedral.

A Jolly Life at Sea.—That's what the landlubbers got when the tide rose 11 feet.—*Winthrop, Mass.*

Sub-Title.—Man the pump! The carburetor's flooded.

Kissed by Pershing!—And decorated by him too. The proud boast of Miss Adrian Mayer, "The Little Health Crusader."—*Washington, D. C.*

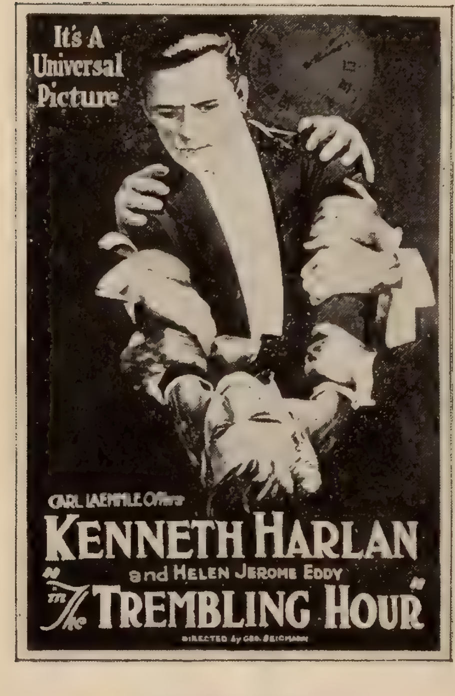
Step on the Gas!—Artillery salvos start the entries at intervals in the El Paso-Phoenix Endurance Race.—*El Paso, Texas.*

Sub-Titles—From Mountain roads to desert sands. Hugh Miller, winner. He made the run in 31 hours at an average speed of 41 miles an hour.

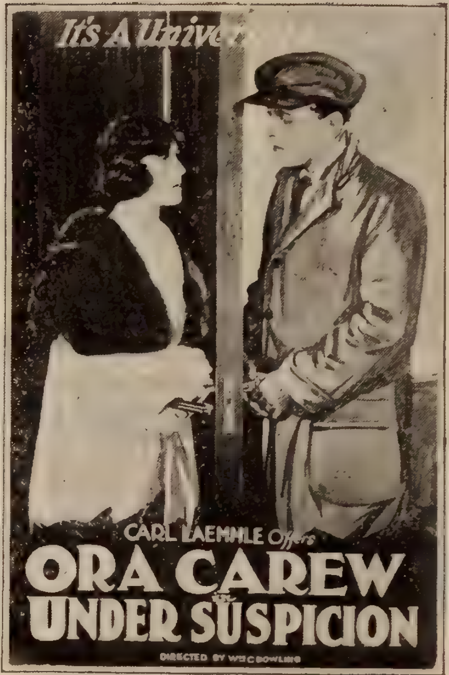
International Presents First and Exclusive Pictures showing the Actual Sinking of Merchant Vessels by German Submarines. Greatest Scoop in the History of News Film!

Sub-Titles.—These pictures—made by submarine commanders as concrete evidence of their work on the high seas—are from the official archives of the German Government. J. H. Mackzum, Knights of Columbus Secretary with the American Army of Occupation, who brought the film to the United States. For four years the terror of the seas—Only a harmless British tramp, so the U-boat rises to the surface. Torpedoes are precious and only used when the deck gun would not serve as well. Settling slowly to join, in Davy Jones's locker, the rotting fleet of U-boat victims. A bomb exploded in the hold—and a picturesque sailor leaves behind only a ripple on the surface of the sea. A shot across the bow brings a British freighter to a halt—The captain and his mate—standing on the stern deck—refuse rescue and go down with the ship. A shot or two below the water line adds another victim to the U-boat captain's list.

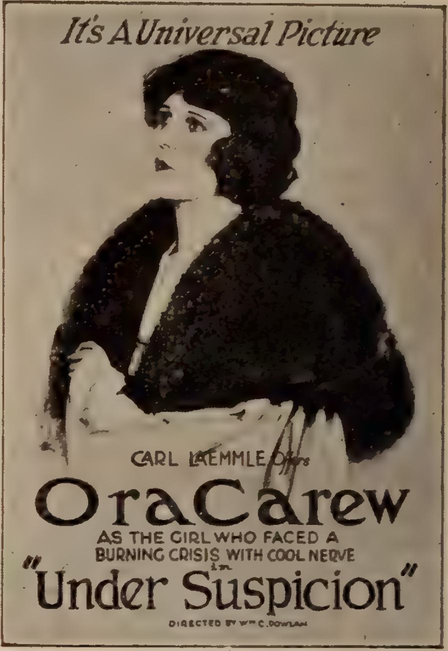
Examples of Recent Posters



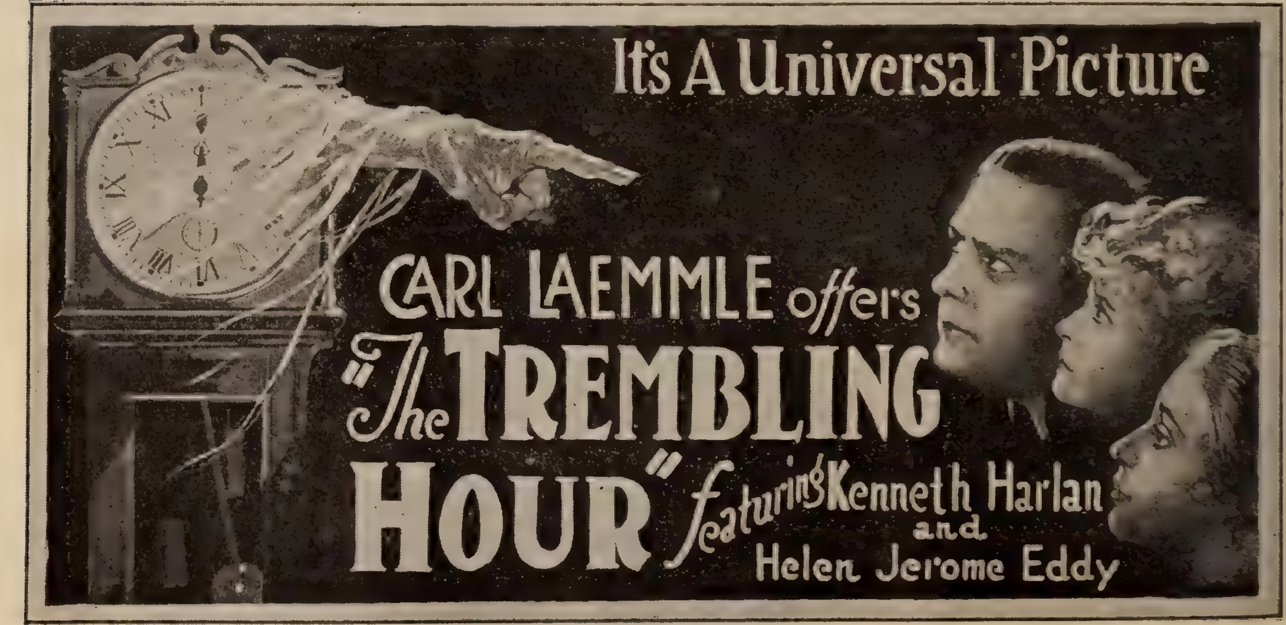
One-Sheet Poster
for
"The Trembling Hour"



One-Sheet Poster
for
"Under Suspicion"


It's A Universal Picture
CARL LAEMMLE Offers
Ora Carew
AS THE GIRL WHO FACED A
BURNING CRISIS WITH COOL NERVE
in
"Under Suspicion"
DIRECTED BY Wm C. DOWLAN

Another Kind of One-Sheet
for
"Under Suspicion"



Twenty-four sheet on "The Tremb-ling Hour" featuring Kenneth Harlanand Helen Jerome Eddy.

BLUEBIRDS for Happiness!

A wonderful list of popular Stars in Big Story Successes, presented in perfectly made productions—67 of them, all hand selected—of a superb quality that will ensure you capacity Houses for weeks to come. And You get them on unique terms, for the more you book, the less each one costs you.

BLUEBIRD STARS

Dorothy Phillips
Priscilla Dean
Fritzi Brunette
Lois Weber
Louise Lovely
Mae Murray
Carmel Myers
Franklyn Farnum
Marie Walcamp
Frank Keenan
Ella Hall
Juanita Hansen
Monroe Salisbury
Ruth Clifford
Violet Mersereau
Edith Roberts
Rupert Julian
Francis Ford
Zoe Rae
Herbert Rawlinson

67 SPECIAL STAR PRODUCTIONS 67

"If we were asked what is the most consistent program on the market today we would UNHESITATINGLY answer 'BLUEBIRDS.' We feel we are in a position to say this as WE HAVE USED EVERY BLUEBIRD FEATURE that the UNIVERSAL COMPANY has produced.............. NINE OUT OF TEN BLUEBIRDS RUN CLOSE TO 100% PRODUCTIONS."
Baker Theatre. Baker. Ore.

Investigate this Money-Saving deal
YOUR UNIVERSAL EXCHANGE

HIT—

"The Trail of the Holdup Man"

with

Hoot Gibson

AND

MAGDA LANE

$ And get the Box Office Reward $

A 2-Reel Western that's a Crackerjack

AT YOUR NEAREST
UNIVERSAL EXCHANGE

A Fair Guide

TO THE COMEDY HIT
OF THE SEASON

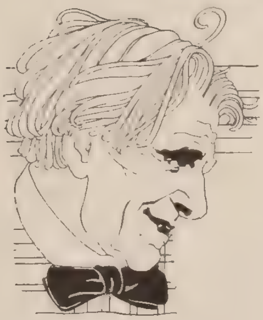
"Puts over some of the
most attractive comedy
ever pictured" says
ROB REEL
of the Chicago
Evening
American

MARY
MAC LAREN

in

"Bonnie, Bonnie Lassie"

Supported by **SPOTTISWOODE
AITKEN**



BASED ON
HENRY C. ROWLAND'S
BREEZY, CHARM-FILLED
STORY THAT HAS GIVEN
DELIGHT TO SCORES OF
THOUSANDS.

"IT WILL BE ACCEPTED
AS THE BEST PICTURE
OF HER SCREEN CAREER.
AN ENTERTAINMENT THAT
WILL PLEASE ALL CLASSES
OF PATRONAGE"

Exhibitors Herald.

UNIVERSAL SPECIAL ATTRACTION

Adapted from the famous novel
"The ALTAR ON
LITTLE THUNDER"
by
Elmore
Elliott
Peake

Monroe Salisbury

in

"His Divorced Wife"

A drama of simple people
simply told but — like many
other simple things — very,
very strong

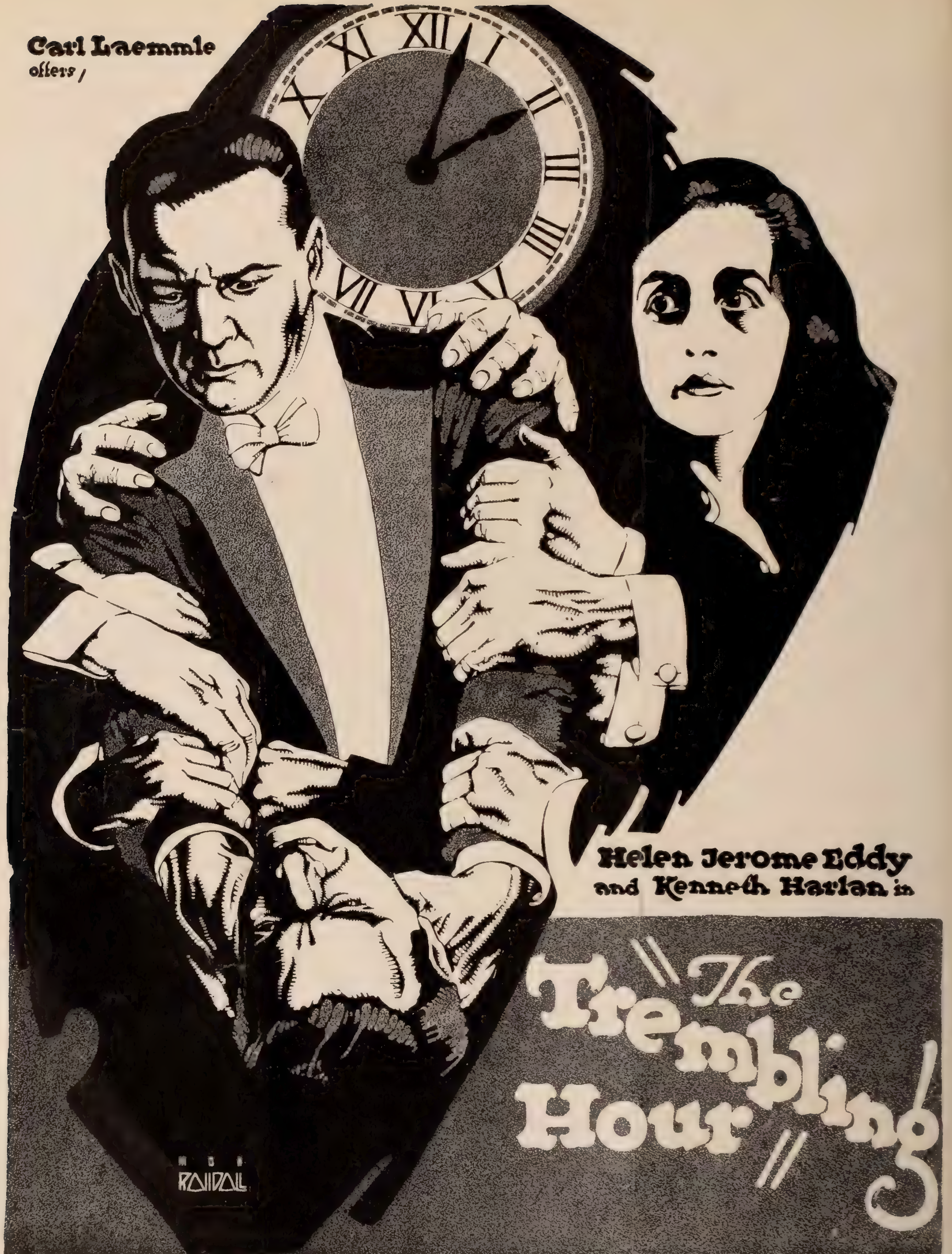
UNIVERSAL
SPECIAL
ATTRACTION

THE
MOVING P WEEKLY

ORA CAREW
IN
"UNDER SUSPICION

VOL. 9
NO. 15

NOV. 29.
1919.


Carl Laemmle
offers
Helen Jerome Eddy
and Kenneth Harlan in
"The Trembling Hour"
RANDALL

The Kid and the Cowboy

"Come through with more Pocket-chips, Dad!"

A BIG LITTLE WESTERN, CHOCK FULL OF "GO" AND —LIKE THIS MOST LOVABLE KID— HEART INTEREST ENOUGH FOR A BIG SPECIAL

Featuring

ART ACORD

The Big Man with a Smile

AND

POPULAR – FASCINATING

MILDRED MOORE

2-reels

LITTLE FEATURES WITH BIG RESULTS

"UNIVERSAL ALWAYS DID MAKE THE BEST SHORT STUFF"

S-C-O

Right out of the Secret Archives

The only Pictures ever Screened which show Merchant Vessels being attacked and sunk by German submarines

In HEARST NEWS No.46 the world will see for the first time on the screen authentic moving pictures, taken by German Submarine commanders, of merchant ships attacked and sunk by Germany's submarines. While the world is looking at these pictures it will be, itself, on a German submarine. Needless to say, only the unbeatable enterprise of the BIG NEWS THREE could have secured you this stupendous scoop.

International News - Universal

THE BIG

-O-P!

of the German Government

Made by German Submarine Commanders for German official eyes Only. Absolutely Exclusive– Absolutely – a Hearst News Scoop

Never before in history have a great Power's naval secrets been so utterly disclosed as in this amazing revelation. As drama, it is great--as news--exclusive news--still greater. With this overpowering evidence of the BIG THREE's domination of the world's news field before your eyes you simply can't afford to be last in your town with the pictures everyone wants to see. Book the BIG THREE now--today.

Current Events – Hearst News

THREE

ISSUED
BY
INTERNATIONAL

RELEASED
THRU
UNIVERSAL

CARL LAEMMLE *Offers*

FRANK MAYO *in*

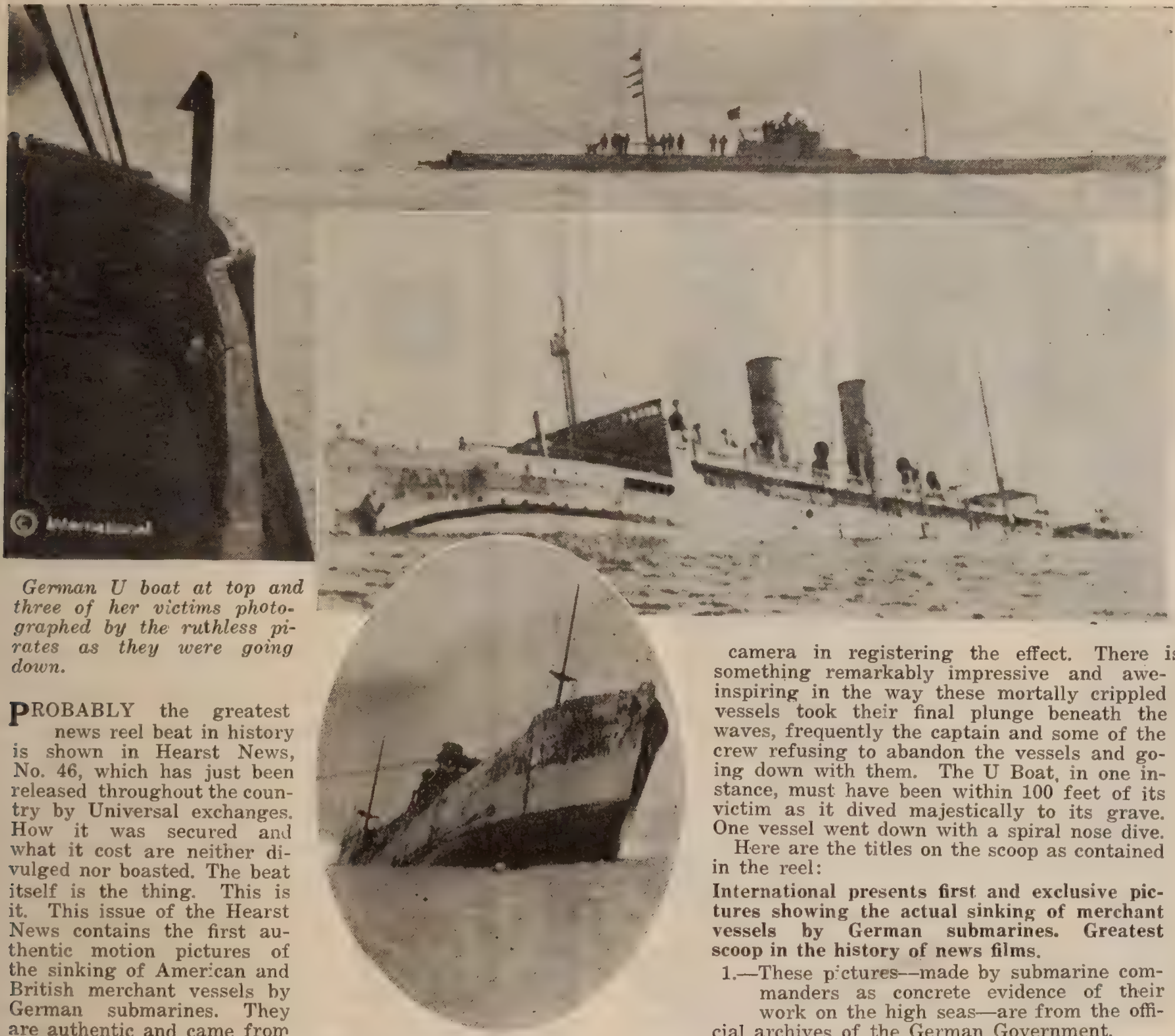
THE GREAT DRAMATIC THRILLER

The BRUTE BREAKER

It's A Universal Special

JOHNSTON McCULLEY'S TREMENDOUS STORY OF THE NORTH WOODS.

SCOOPS IN NEWS PHOTOPLAY



German U boat at top and three of her victims photographed by the ruthless pirates as they were going down.

PROBABLY the greatest news reel beat in history is shown in Hearst News, No. 46, which has just been released throughout the country by Universal exchanges. How it was secured and what it cost are neither divulged nor boasted. The beat itself is the thing. This is it. This issue of the Hearst News contains the first authentic motion pictures of the sinking of American and British merchant vessels by German submarines. They are authentic and came from the German archives, deposited there by submarine commanders as evidence of their heartless and stubbornly cruel treatment to win the war by destroying women and children and violating the rules of international law and comity. These very pictures, taken by the proud commanders as proof that they had sunk certain vessels, are now concrete evidence against these commanders in the eyes of the world.

These pictures were brought to the United States by J. H. Mackzum, Secretary of the Knights of Columbus with the American Army of Occupation in Berlin. The pictures show better than words could paint the thoroughness with which the Germans went about their work. Sometimes it was a torpedo which sent the vessel to its doom, but torpedoes were expensive, and few could be carried at one time, so it was the trusty four-pounder deck-gun, firing below the water-line, which usually accomplished the work, alternating with the motion picture camera in registering the effect. There is something remarkably impressive and awe-inspiring in the way these mortally crippled vessels took their final plunge beneath the waves, frequently the captain and some of the crew refusing to abandon the vessels and going down with them. The U Boat, in one instance, must have been within 100 feet of its victim as it dived majestically to its grave. One vessel went down with a spiral nose dive.

Here are the titles on the scoop as contained in the reel:

International presents first and exclusive pictures showing the actual sinking of merchant vessels by German submarines. Greatest scoop in the history of news films.

1.—These pictures—made by submarine commanders as concrete evidence of their work on the high seas—are from the official archives of the German Government.

2.—J. H. Mackzum, Knights of Columbus Secretary with the American Army of Occupation, who brought the film to the United States.

3.—For four years the terror of the seas——

4.—Only a harmless British tramp so the U-boat rises to the surface.

5.—Torpedoes are precious and only used when the deck

6.—Settling slowly to join, in Davie Jones' locker, the rotting fleet of U-boat victims.

7.—A bomb exploded in the hold—and a pictureseque sailor leaves behind only a ripple on the surface of the sea.

8.—A shot across the bow brings a British freighter to a halt—

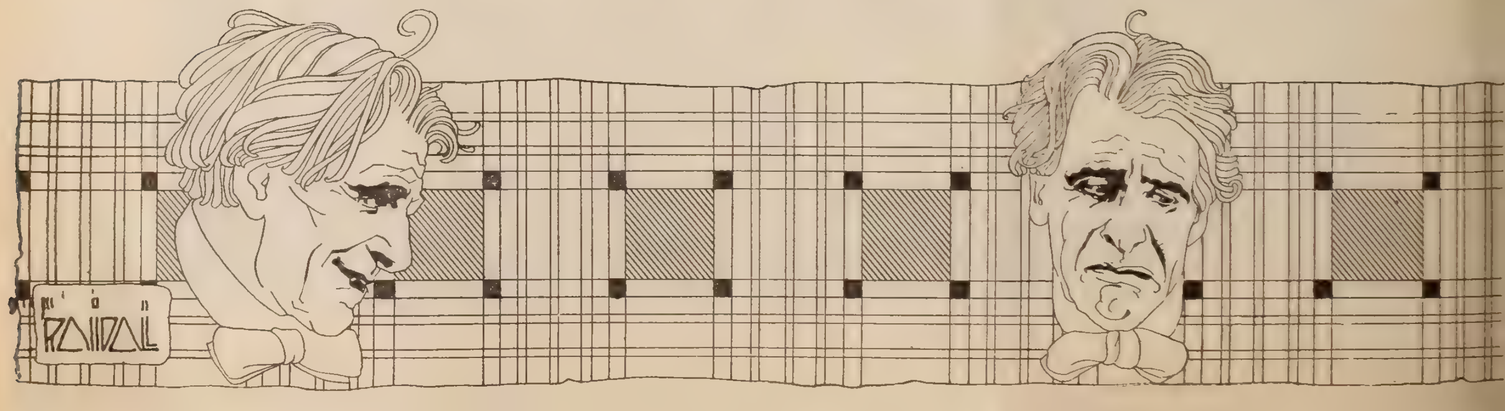
9.—The captain and his mate—standing on the stern deck—refuse rescue and go down with the ship.

10.—A shot or two below the water-line adds another victim to the U-boat captains' list.

"Bonnie Bonnie

WHEN a critic goes on record with words like these — "They don't make them as good as this one often nowadays," he gives you about the strongest 'tip' he could to play that picture.

"Comedy, drama, romance —all these elements have been combined to make 'BONNIE, BONNIE LASSIE' a picture that is enjoyable, amusing and entertaining," Harrison goes on to say, "it is a distinctive offering—the kind that makes picture goers."



Lassie"

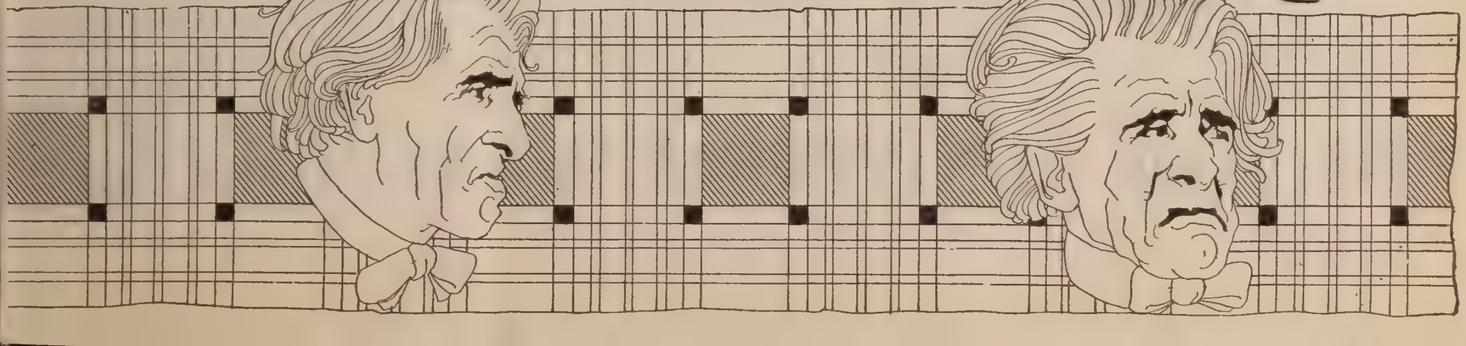
FEATURING

Mary MAC LAREN

> ## "*DON'T miss it*"
>
> is the urgent message of the Chicago American in its review of "BONNIE, BONNIE LASSIE."
>
> "Take the tip" the American's critic says, right out bold in the headline, and he must be a lover of comedy—like most folk—for he adds, "'Bonnie, Bonnie Lassie' puts over some of the most attractive comedy ever pictured"; while the Post in the same city says:—"If other audiences enjoy this picture as thoroly as did the first one that saw it at the State-Lake theatre, its success is assured."
>
> **UNIVERSAL SPECIAL ATTRACTION.**

Supported by

SPOTTISWOODE AITKEN



The Girl in the Big Six

Priscilla Dean

in

"KISS OR KILL"
"The WILDCAT of PARIS"
"A SILK-LINED BURGLAR"
"The WICKED DARLING"
"PRETTY SMOOTH"
"The EXQUISITE THIEF"

SIX top-notch successes —proven money makers everywhere. See every one of them that you have not as yet played. It will pay you now, and pave the way for your clean-up in the forthcoming big, new special series of DEAN super-productions.

Every one a UNIVERSAL Special Attraction

What Others Say About Universal Holiday Season

(From The New York American, Nov. 19.)

EASY WAY TO AID POOR; JUST GO TO MOVIES.

UNIVERSAL FILM COMPANY PLEDGES PERCENTAGE OF FILM RETURNS TO AMERICAN CHRISTMAS FUND.

Laemmle Names Week of Dec. 14 "Universal Holiday Season." Your Admission Then Will Help.

Are you a lover of motion pictures? Do you believe in good pictures? Then be sure to indulge in your favorite amusement during the week of December 14. Thereby you will be materially assisting the Twelfth Annual Christmas Fund of the New York American and Evening Journal.

What is the connection? Simply this: That Carl Laemmle, the progressive president of the Universal Film Manufacturing Company, has given orders to his executives to make the week of December 14 "Universal Holiday Season"; to set aside a percentage of the rentals of all films through the New York Exchange, and present the money to the Christmas Fund. Universal's New York Exchange releases pictures to exhibitors in New York State as far north as Albany, part of Connecticut and part of New Jersey.

Aid by Going to Movies.

If you are an exhibitor in the Universal's territory, book Universal films for the "Holiday Season." If you are a "movie fan" visit the theatres that show Universal pictures during that week. In this way all hands will be contributing to the Christmas Fund to buy baskets of food for the desperately poor of the tenements.

In making this offer President Laemmle said:

"I am extremely glad to help the good cause which the New York American Christmas Fund is supporting. The newspaper industry, the motion picture industry and the poor people all have a great deal in common, and it is up to all of us to work together.

Lauds Charity Move.

"The Hearst papers have always done a great deal for the great majority of people who are not blessed with abundant means, and I am glad to have an opportunity to work with them. After all, the motion picture belongs to the masses.

"It is the amusement of nearly everybody, and it is within the reach of everybody. When there is an opportunity to largely help the people through such a means as the Christmas Fund, one ought to be proud to grasp it. I know I am."

**City of Gastonia.
Office of Mayor.**

**Gastonia, N. C., Nov. 5, 1919.
Mr. J. A. Daly,
Publicity Manager,
Universal Film Exchange,
Charlotte, N. C.**

Sir:—

With reference to plan outlined in your letter of the 4th inst., beg to say that in my opinion the purpose is excellent and the plan practical. It seems to me that a thoroughly organized campaign, or plan, of advertising and publicity of such nature as to stir people to a sense of responsibility to their government and native land would do much good to combat the forces which tend toward anarchy and lawlessness.

I should be glad to lend my assistance or to co-operate with you in this community.

**Yours very truly,
R. G. CHERRY,
Mayor of Gastonia.**

(TELEGRAM)

**Mr. Harry Rice,
Universal Film Exchange,
New York City.**

Nov. 19th, 1919.

The Greater Portland Association membership of five hundred mercantile firms is backing Universal holiday season in Portland. Can use five hundred Universal holiday season one-sheets at once.

DEAN COLLINS.

**State of North Carolina.
Governor's Office.
Raleigh, Nov. 11, 1919.**

**Mr. J. A. Daly,
Universal Film Exchange,
Charlotte, N. C.**

My Dear Sir:—

I am in receipt of your letter outlining your plans for covering the entire United States with posters, newspaper publicity and advertising advocating the idea of universal peace, happiness, contentment and optimism. Permit me to say that if you put these over you will richly deserve the thanks of all good men. I am with you heart and soul in this movement.

**Very truly yours,
T. W. BECKETT,
Governor.**

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*

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Vol. 9. NOVEMBER 29, 1919. No. 15

Psychology as a Business!

E. S. NESBITT' went to university; more specifically, he went to Yale. Also he specialized in English, which included a great deal about dramatics. All of which means that he knew a little about drama before he took charge of the Linwood Theater at Tarkio, Neb. Incidentally, he took charge or rather became owner of two other shows in Nebraska. But Tarkio was the place that he liked, because it was a college town.

This was a year and a half ago. Before that time, three or four years past, another man owned and operated the Linwood. Rather, it should be said, he "ran" the place; he let it "run."

But Mr. Nesbitt believed that instead of letting a theater run itself it should be run by the owner. Of course there was the incentive to let things run themselves because the Linwood was the only moving picture show in the town of 1,700 persons. But to let the show run itself meant death, both to the house and to the owner. And Mr. Nesbitt was not ready for his grave—as yet. No, he was very much alive.

So he set about to let folks know that the house not only running and catering to them but that he had something very good to show them.

And here comes the psychology. (Mr. Nesbitt used the word.) Besides the little advertising of one-sheets that had been done before he put his four windows of his show into play. He got an artist to paint scenes of the big features on paste-board backs that would fit the window. He used colors that would attract. He was catering to the elite and he was doing it in the manner that they would like.

More, he arranged his display along the whole of his front so that a person would be caught in the right manner. Nothing of the play that was to appear to-morrow was in front of his house; it was in the lobby. The play for the day was displayed in such a way that as the person passed by he would get more and more of the impression of what was playing at the house.

Mr. Nesbitt does a trick that it would pay all exhibitors to follow. After putting up his display he goes across the street to see how persons in passing observe his display. If it does not attract the passersby he gets to work to see what the matter is. (More psychology.) And in this manner he gets a display that is a display—that attracts.

Mr. Nesbitt tells this incident that shows what he thinks of his business.

"I was very busy one morning and had not put up my display yet," he remarked. "A friend of mine was standing near me. 'I'll put up your display,' he remarked. 'No you won't,' I returned. Because there is a way of putting up displays and I wanted to use my way."

Mr. Nesbitt finds that his folks like Mrs. Charlie Chaplin very much on account of the directing of Lois Weber. He is soon to run "The Red Glove." And he has a new idea for exploiting it! Here it is.

On the opening night of the picture Mr. Nesbitt is going to put up a screen on the wall across the street and show interesting scenes from the first episode on it. When the exciting parts are nearly over he will skip a part to come to another section. In order to see this picture in parts the people will be on the side of the street on which his show is located. Then, if they are interested enough to want to see more all they have to do is to turn around and walk into the show. (That is also psychology.)

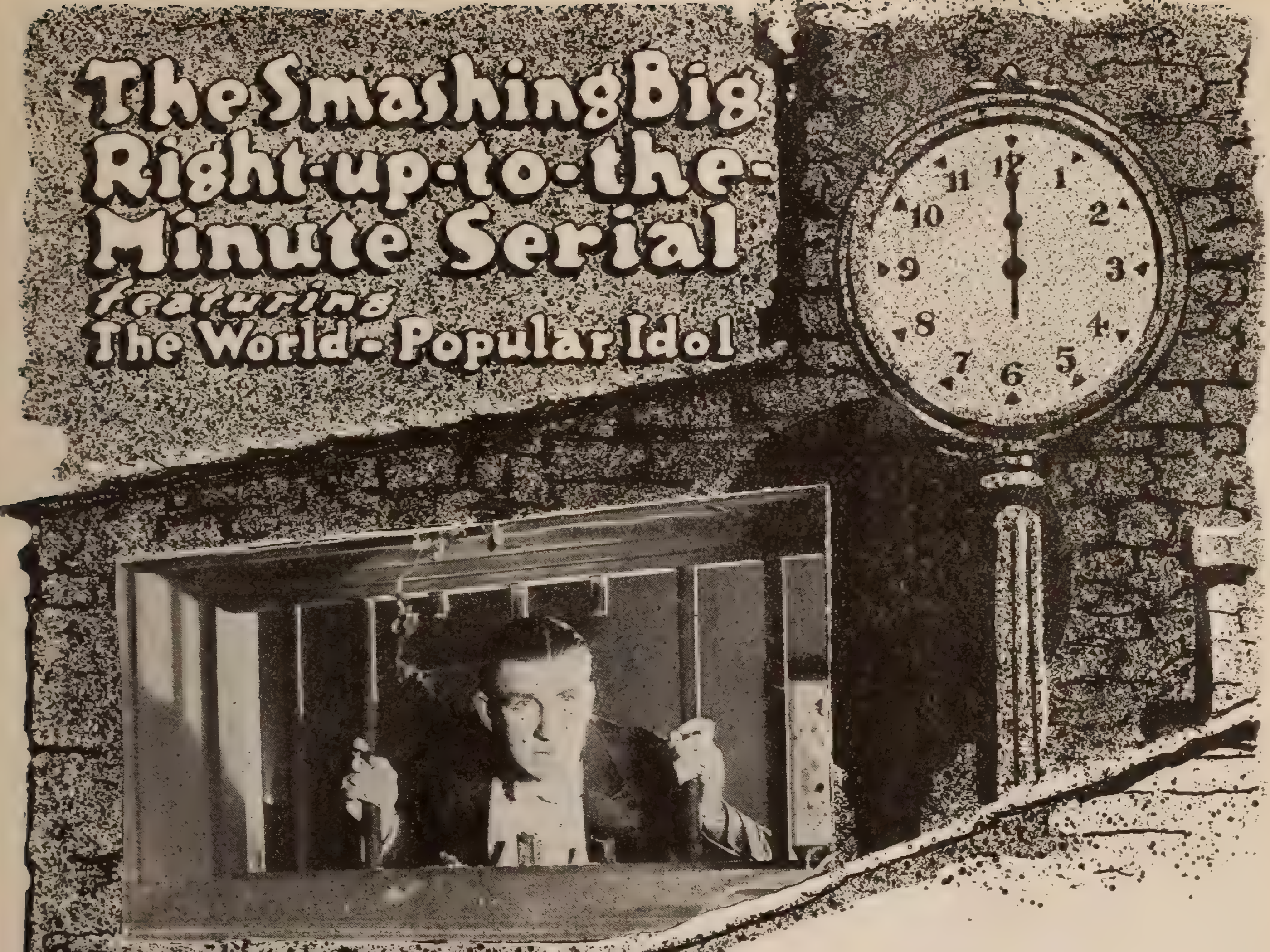
When Mr. Nesbitt found that he could only get service from his printer on the paper by going down and setting his own ads he did! He wanted things done a certain way and did it himself if necessary.

"I believe," he said, "that you must give an audience variety. You can take one actor or actress and play her every night for two weeks and kill your audience. That's why I believe in mixing the stars up."

The Smashing Big Right-up-to-the-Minute Serial

featuring

The World-Popular Idol



JAMES J. CORBETT

In a Tremendous 18 Episode Drama of Love, Thrills and Mystery.

"The MIDNIGHT MAN"

THE BEST DRESSED SERIAL EVER MADE

YOUR UNIVERSAL EXCHANGE

Service Page for "Under Suspicion"

AT A GLANCE.

SUBJECT—"Under Suspicion."

LENGTH—Six Reels.

STAR—Ora Carew.

PREVIOUS HIT—"Loot."

DIRECTED BY—William C. Dowlan.

STORY BY—Mildred Considine.

SCENARIO BY—Doris Schroeder.

SUPPORTING CAST—Forrest Stanley, Charles Clary, Frank MacQuarrie, Cora Drew, Blanche Rose, Frank Thompson, Burwell Hamrick and Andrew Waldron.

LOCALE—A small town and a metropolis.

TIME—Today.

THUMB-NAIL THEME—The story of a girl who is innocently hurled into a vortex of crime; of her eventual happiness with the man she loves.

Story by Mildred Considine.

Directed by Wm. C. Dowlan.

CAST.

Betty Standish	Ora Carew
Jerome Kent	Forrest Stanley
Greggs	Frank MacQuarrie
Eliza	Blanche Rose
Frank Beresford	Charles Clary
Tom Trotter	Frank Thompson
Jimmy	Burwell Hamrick
Aunt Isabelle	Cora Drew

BETTY STANDISH becomes of age, acquires a vast fortune, and the wanderlust all in the same day. With Eliza Summers, an elderly spinster aunt, she sets out for the city in search of adventure. Jerome Kent, a rich young man, has left his sumptuous apartment to go on a hunting trip. The man-servant he left in charge conceives the bright idea of renting the suite, believing that his master will be away several months. Betty likes the place and rents it.

Returning from the theatre on the second day after taking possession, she discovers Jerome in the drawing room. Believing him to be a burglar, she holds him at gun's point for the police. Relenting at the last moment, she accepts his story that he is a poor burglar and hires him as her chauffeur with the understanding that he will immediately reform.

Betty sees her "burglar" in the lobby of a playhouse just after a society matron is robbed of a valuable necklace. She believes that her confidence in the man is misplaced. The real necklace thief has been robbed by a newsboy out of revenge, but on his way to return the necklace to the society woman the boy is run over by Betty and he gives her the paper in which it is rolled up, making her promise not to look inside. Betty sends him away to a farm to recuperate.

In the meantime, the real thief is paying devoted attention to Betty with the idea of robbing her at the first opportunity, but when that opportunity presents itself, her chauffeur, Jerome Kent, who is now madly in love with her, turns the tables, but the police find the long missing necklace in Betty's safe and it looks pretty bad for Betty until the newsboy turns up with the right dope.

ADVERTISING PUNCHES.

1. The plot of a dozen new twists, cleverly handled by players and director.
2. The excellent work of the three principals, Ora Carew, Forrest Stanley and Charles Clary.
3. The fact that Director William C. Dowlan's last Carew picture, "Loot," is going over.
4. The individual personal popularity of the three principals.
5. Contrasts in locale, ranging from New York to a little pastoral village.
6. Refreshing comedy relief to a plot full of action and thrils.
7. The pleasing work of little Burwell Hamrick, a clever child actor, who plays the role of a new York street Arab, a modern Oliver Twist.

ADVERTISING DISPLAY LINES

Betty Standish is headed for jail when "Under Suspicion," the new Universal Photodrama, reaches its big climax.

Ora Carew, Forrest Stanley and Charles Clary are co-starred in "Under Suspicion," the Universal Photodrama.

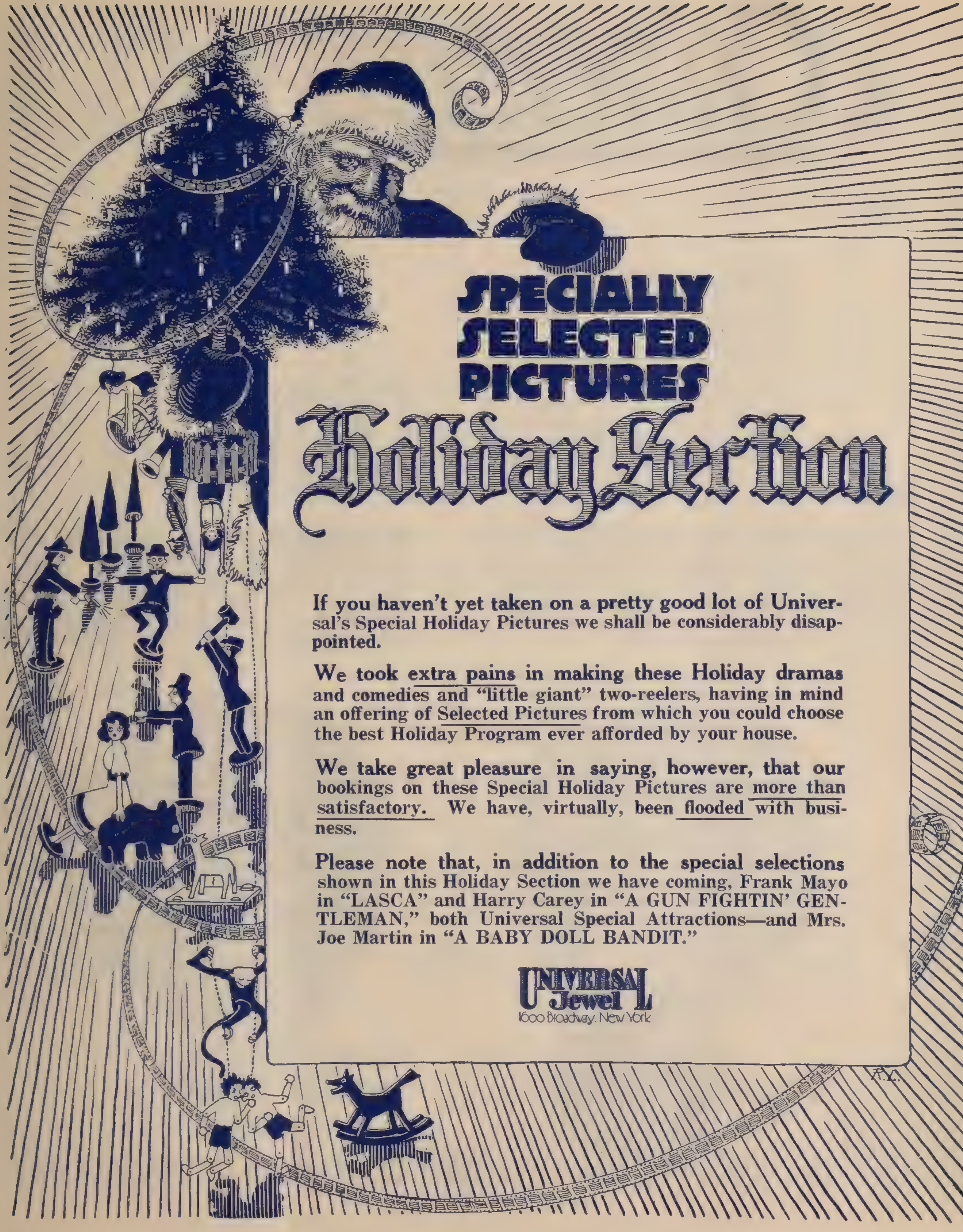
Betty Standish gets the double cross and then some in "Under Suspicion," the amazing Universal Photodrama of crime and comedy.

See "Under Suspicion" and learn how the boulevard bandits accomaccomplish their daring jewel robberies.

Scenes of New York's night life and glimpses of a sleepy little country town are contrasted in "Under Suspicion."

"Under Suspicion" is an all-star Universal Photodrama that gets away to a fast start and ends with a punch.

Beautiful Ora Carew shares starring honors with Forrest Stanley and Charles Clary in "Under Suspicion."



SPECIALLY SELECTED PICTURES

Holiday Section

If you haven't yet taken on a pretty good lot of Universal's Special Holiday Pictures we shall be considerably disappointed.

We took extra pains in making these Holiday dramas and comedies and "little giant" two-reelers, having in mind an offering of Selected Pictures from which you could choose the best Holiday Program ever afforded by your house.

We take great pleasure in saying, however, that our bookings on these Special Holiday Pictures are more than satisfactory. We have, virtually, been flooded with business.

Please note that, in addition to the special selections shown in this Holiday Section we have coming, Frank Mayo in "LASCA" and Harry Carey in "A GUN FIGHTIN' GENTLEMAN," both Universal Special Attractions—and Mrs. Joe Martin in "A BABY DOLL BANDIT."

UNIVERSAL
Jewel
1600 Broadway, New York

The Criticisms

Unprecedented!

Rarely has any screen production received praise so pronounced, so convincing, so **unstinted.**

"Unique"—"A classic"—"A new angle in pictures"—"Perfect"—"Could not be excelled"—"Grips every spectator," are expressions taken haphazard from a flood of testimony.

Rarely, too, has a picture been so universally endorsed from every angle of its composition—story, star, support, direction, camera work—or so unanimously lauded by trade, daily press and individuals ,alike.

"Von Stroheim's creation looms up as one of the best things ever conceived," says the M. P. News. "Flawless," says the New York Evening World. "Simply great," the Denver Post. "Almost perfect," says Photoplay. "We played to capacity and our patrons were unstinted in their praise," wires the Million Dollar Grand Theatre, Pittsburgh."

See "Blind Husbands" and you'll know why.

Universal
Holiday
Season
Specially Selected
Pictures

on

"BLIND HUSBANDS"

"The Picture
You'll Never Forget"

Universal-Jewel De Luxe Production

The Direction

Masterly!

"If we are not very much mistaken," says the Morning Telegraph, 'BLIND HUSBANDS' will introduce to the industry a new super-director, Erich Von Stroheim."

This means perfection in staging no less than in acting. As to this, Julian Johnson of PHOTOPLAY MAGAZINE says:

"The simulation of the Tyrolean Alps is almost beyond belief."

WID says:

"The direction is one of the story's biggest assets. It has been handled in a new and intelligent way."

Motion Picture News says:

"The atmosphere and the details are correct. Nothing is lacking to make this picture a great achievement."

You'll agree with it all—when you see "BLIND HUSBANDS."

Universal
Holiday
Season
Specially Selected
Pictures

in

"BLIND HUSBANDS"

"The Picture
You'll Never Forget"

Universal-Jewel De Luxe Production

The Advertising

Go Your Limit!

Here is a picture—a superfeature—an ultra Production de Luxe—the kind that comes only once in a long while—that will repay you a hundred-fold for every dollar you spend on it. An offering of such transcendent quality as to demand and justify every atom of big exploitation you can beg, buy or devise.

And—you'll **want to do it!** The minute you've seen this Von Stroheim Wonder-picture at your Universal Exchange you'll be exactly as enthusiastic about it as we are ourselves—you'll want to start right in telling your patrons about the great superpicture that you are booking for them.

Make full use of the big, strong newspaper ads given in the Special Folder on "BLIND HUSBANDS" now in your hands. In addition, get the help of the Publicity Manager of your Universal-Jewel Exchange. He will help you work out ways of exploitation which will put this picture over as the greatest success ever shown in your house.

See "BLIND HUSBANDS" today and you'll act on this advice before night.

of "BLIND HUSBANDS"

"The Picture You'll Never Forget"

Universal-Jewel De Luxe Production

The Story of "BLIND HUSBANDS"

Tremendous!

Once in a life-time comes a story with an indefinable something in its telling that grips you at the very start—sweeps you along helpless in the flood of its emotions—holds you breathless, spellbound to the overwhelming end.

Such a story is "BLIND HUSBANDS"—told with a fascination and a tenseness that make you oblivious to all but the tremendous drama being enacted before you.

As Motion Picture News says: "The suspense is at times overpowering—especially when the husband and lover make the ascent of the Pinnacle. One instinctively feels some impending tragedy."

Another critic puts this same feeling in the words: **"Nothing short of a million dollars could make you take your eyes from the screen."**

See "BLIND HUSBANDS." You won't move from your seat until it's over.

Universal Holiday Season
Specially Selected Pictures

"The Picture You'll Never Forget"

Universal-Jewel De Luxe Production

The Acting

Flawless!

No other word will do.

Acting so flawless that you refuse to believe that these are only players.

Erich Von Stroheim has always been a consummate actor, but in "BLIND HUSBANDS" he rises to new heights. Watch the artistry with which he calls that suave smile, that facile cunning to his role of the insidious tempter!

Watch, too, the inimitable character work of T. H. Gibson-Gowland as "Sepp, the Guide"—the finished portrayal of the Doctor by Sam De Grasse—the genuine sympathy which Francelia Billington evokes in her part as the neglected wife. When the story of this perfect picture has been told your only regret will be that it has ended.

See "BLIND HUSBANDS" once and you'll see it again!

Universal Holiday Season
Specially Selected Pictures

in "BLIND HUSBANDS"

"The Picture
You'll Never Forget"

Universal-Jewel De Luxe Production

The Photography

Unbeatable!

We ask your particular attention to the photographing of "BLIND HUSBANDS," because, as one critic says, the mountain scenes alone lift it out of the real of ordinary photography.

Says the Minneapolis Journal:

"These views of mountain climbing exceed anything hitherto shown on the screen."

"It is impossible to conjecture how these scenes were photographed, for they give a tremendous illusion of 'mountain stuff'."

To which the Morning Telegraph adds:

"You are fairly transported to the Tyrolean Alps."

"Transport" is a good word for "BLIND HUSBANDS"—the transport of perfect entertainment.

Universal Holiday Season
Specially Selected Pictures

in

"BLIND HUSBANDS"

"The Picture You'll Never Forget"

Universal-Jewel De Luxe Production

What even SMALL

Population
only
2385
PLAYED
3
DAYS

"Last night we finished a three-day run of the ALLEN HOLUBAR masterpiece, 'THE HEART OF HUMANITY.' We had one of the biggest runs of business in this city. The last night was even better than the first. All our patrons had that 'satisfied' look as they went away."

GRAND THEATRE, Worthington, Minn.

He's "Glad he did"

DOROTHY

IN ALLEN HOLUBAR'S

"The HEART OF HUMANITY"

THE PICTURE THAT WILL LIVE FOREVER

Population
2423
and
played
3 days

"We played 'THE HEART OF HUMANITY' three days—the first time in the history of our house that we ever played any pictures over two days."

STAR THEATRE, Walsenburg, Colo.

Released thru

JEWEL
Productions Inc.
1600 Broadway New York City

TOWNS can do!

"Felt I must write you about 'THE HEART OF HUMANITY.' It is a wonder. My audiences were unanimous in its praise. I ought to have played it three days. I am loath to see it leave my house. The exhibitor who fails to play it is turning down money for himself."

ROLLAND JACQUART, Mgr.,
Star Theatre, Yates Centre, Kansas.

Population here
2199
and he "should have played
3 days"

He regrets he didn't

PHILLIPS

AMOUS SUPERPRODUCTIONS

"The RIGHT TO HAPPINESS"

HE GREATEST LOVE STORY EVER TOLD

"Say! she went 'way over the top! People came from far and near to see 'THE RIGHT TO HAPPINESS,' and every one was a booster for the next night. The net profits were more than gratifying."

W. F. PRICE, Baldwin, Wis.

2
NIGHTS
in a town of
only
584

UNIVERSAL JEWEL

THE CENTURY WONDER DOG

Universal
Holiday
Season
Specially Selected
Pictures

HERE'S a really wonderful dog—so full of clever fun and good humored mischief that you marvel at his almost human intelligence, wonder at his training, laugh at his antics and afterwards say to all your friends: "Don't miss it." Truly a "wonder dog." Supported by Dot Farley, Phil Dunham, Lois Nielson and a chorus of Jazz and Beauty.

ANY UNIVERSAL EXCHANGE.

"BROWNIE'S DOGGONE TRICKS"

Directed by
VIN MOORE

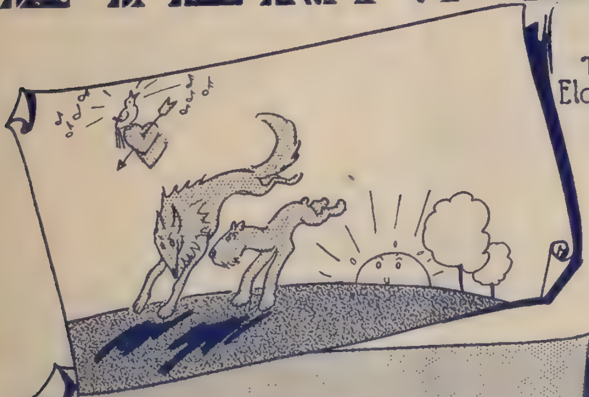
Something Different

Dog Actresses
Dog Popularity
Dog Troubles
Dog Scandal
Dog Actors
Dog Fights
Dog Tricks
Dog Humor
Dog Fun

The Lovers

The Handsome Villain

"The ETERNAL TRIANGLE"


The Elopement

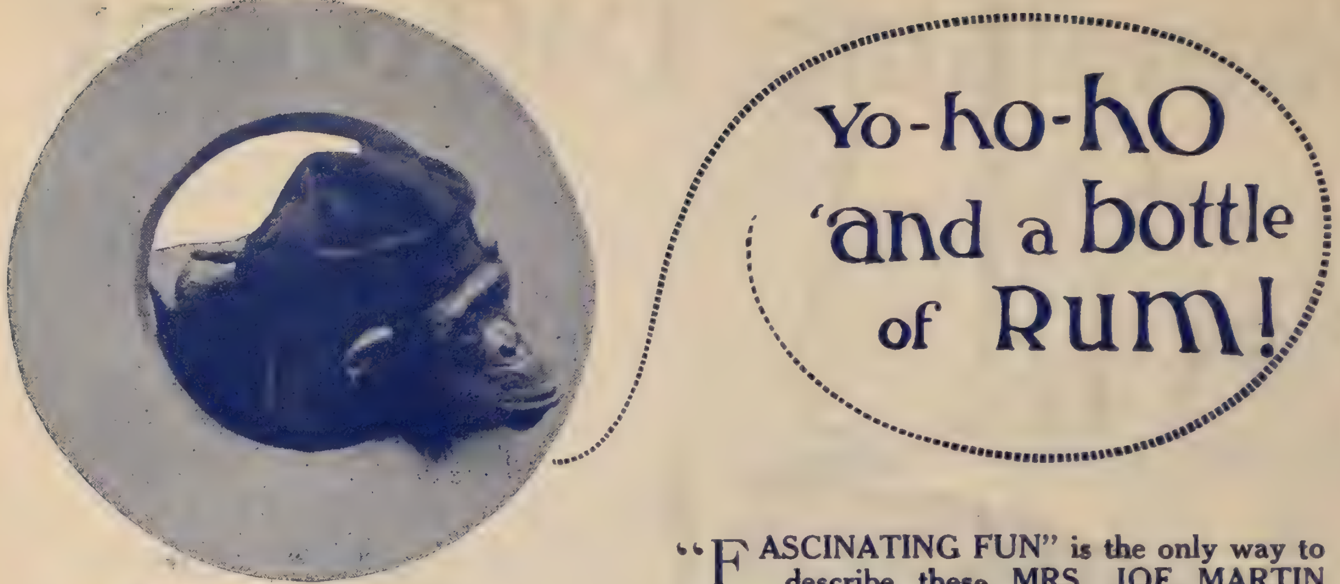
"I THINK you have," writes George Fischer of SAXE'S ALHAMBRA in MILWAUKEE, "one of the cleverest and most novel pictures that it has been my pleasure to show at the ALHAMBRA for a long time. Needless for me to say—the picture is the talk of the town and can really be featured on any program. Allow me at this time also to thank you for the splendid co-operation that you have given us."

(Signed) GEORGE FISCHER,
SAXE'S ALHAMBRA THEATRE,
Milwaukee, Wis.

The Reckoning

TWO REELS

UNIVERSAL JEWEL



"THE GOOD SHIP ROCK'N RYE"

All Monkey Business

done by

MRS. JOE MARTIN

"FASCINATING FUN" is the only way to describe these MRS. JOE MARTIN COMEDIES. They're what every exhibitor in the whole wide world has been looking for—hoping for—praying for—a new kind of comedy.

Best of all—MRS. JOE MARTIN appeals to audiences of every age. You know, of course, how a monkey always fascinates children, but here is a monk that tickles the grown-ups as well. If you don't say that MRS. JOE MARTIN is just about the biggest roar your house ever knew we'll feel like going out of the picture business. If you've been wanting "something different," here it is—"THE GOOD SHIP ROCK'N RYE."

UNIVERSAL
Jewel
1600 Broadway New York

Universal
Holiday
Season
Specially Selected
Pictures

Carl Laemmle
has
the honor of
presenting
the
SECOND
of the
STAGE WOMEN'S
WAR RELIEF

Series of
TWO REEL
PHOTO PLAYS
DELUXE

Supervision of
EUGENE SPITZ

CYRIL MAUDE
and
VIOLET HEMING
in
"Winning His Wife"

"Written by Katherine Kavanaugh
Directed by Geo. Terwilliger

"Clever enough to suggest Bernard Shaw. Acting and staging of the first order"
Phil. Eve. Bulletin.

Universal
Holiday
Season
Specially Selected
Pictures

Distributed solely thru

UNIVERSAL JEWEL

THE GREAT RADIUM

Featuring
EILEEN SEDGWICK
CLEO MADISON
BOB REEVES and
a
Huge Cast of Experienced Players

If ever or never
you've played a serial
PLAY THIS ONE NOW

Universal
Holiday
Season
Specially Selected
Pictures

EILEEN

MYSTERY

A Serial packed and jammed with every punch and every thrill that years of success have learned how to put on the screen

Made by Pacific Producing Co
Released thru
UNIVERSAL

SEDGWICK

Universal Holiday Season
Specially Selected Pictures

MRS. CHARLIE CHAPLIN

Mildred Harris

Sure and certain—inimitable — these two Lois Weber productions—each with its own distinctive and irresistible heart-appeal—each portrayed with that amazing talent and personal charm that have made the name of MILDRED HARRIS an unfailing box-office magnets everywhere.

Two attractions that are better than new if you have not played them—for they are proven hits.

See them yourself at your Universal Exchange. Today.

"HOME"

THE STORY OF EVERY GIRL

"FORBIDDEN"

THE AWAKENING OF A SMALL TOWN WIFE

Universal Holiday Season

Specially Selected Pictures

UNIVERSAL-JEWEL

"TEN NIGHTS IN A TEA ROOM"

IT'S A

LYONS-MORAN

☆STAR COMEDY☆

TAKE your comedies out of overalls and put them in dress clothes! When it comes to real fun in real situations dressed up as people nowadays like to see it dressed, LYONS and MORAN are, without the shadow of a doubt, entirely in a class by themselves. And their latest offering fits them to a "tea." Serve it now—while it's hot. It's a Selected Holiday Picture.

AT YOUR UNIVERSAL EXCHANGE

Mr. Exhibitor---is there anything about Advertising in your Contract with THE NEW SCREEN MAGAZINE?

No—and there never will be! What's more—there never will be any advertising in the Magazine itself!

Any man—be he Exhibitor or Producer—who thinks he can put something over on the public is, sooner or later, going to discover that he has made the mistake of his life.

It's a temptation, of course—we admit that. And others do it—so why shouldn't we? You'll find our reason at the top of the next page. Read it. It's good business.

The NEW SCREEN

Our reason for not permitting one single foot of advertising in THE NEW SCREEN MAGAZINE is simply and solely to protect you--your house--your patrons--your business.

Because we know--just as sure as Old Dame Nature made little apples--that sooner or later your patrons will object to having advertising sneaked over on them, and little by little—not all right away, but slowly and steadily, they will drop away, leaving you with a diminished patronage and a very sadly diminished reputation.

Novelties—nothing else—that's THE NEW SCREEN MAGAZINE. And one of its biggest novelties is the fact that it carries no advertising.

Latest Novelties in EVERYTHING

Art-Science-Photography-Industry-Cartoons

MAGAZINE

He is Coming
That Mysterious Rider of the Arizona Hills.
The L—M—
Watch For Him!
Wait For Him!

"THE GREAT RADIUM MYSTERY."

Episode 8.

"IN THE CLUTCHES OF THE MADMAN."

CAST.

Ivis Pemberton (The Countess Nada)	Cleo Madison
Eileen Marston	Eileen Sedgwick
Frank Bird	Edwin J. Brady
Jack Turner	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Hawk	Robert Gray
The Rat	Gordon MacGregor

WHEN the lights were again switched on and the smoke had cleared away, the Buzzard had escaped and Bob held Gloria in his arms. But there was no escape for the mysterious woman who called herself Madame Nada, and who was masquerading in the clothes of Gloria. While Bob rushed out after the Buzzard, Gloria and the trustee of the Marston estate who had escaped this latest trap by Gloria's bold move, turned their attention to the foreign woman. Nada declared that though she seemed to be working against them, they would have to trust her actions to prove that and the keys to the radium vault, and had lost the sheepskin map to the mine and the keys to the radium vaule, and since Nada seemed to be in the confidence of the Buzzard, he demanded that she prove her assertion by recovering them.

In the meantime, the banker told Gloria of the radium and where it was, and instructed her to find it and bring it to him for safekeeping. But Gloria was not the only one who went to the hidden entrance to the mine that day. Nada had found a plan of the hidden chambers and Gloria was seen by one of the Buzzard's men as she opened the camouflaged door. As she emerged from the vaule with the precious box of radium, this man sprang upon her. In the struggle the lid of the box came off and the man was temporarily blinded into unconsciousness. Gloria escaped, and when the man regained his senses Madame Nada was in the office looking for the radium. She had sent Gloria out, fearing that the Buzzard would come. He did, and found Nada and his man in a desperate struggle.

They had lost valuable time and the girl and the radium, too. For safety sake, Gloria placed the tube of radium in her bosom and threw away the box.

For a time she escaped observation in the rocks behind the mine, while the Buzzard's men were searching everywhere for her and Preston and the Countess were trying to rescue her. The Buzzard had bethought himself of a demented man, whose mind had been shatered by a love affair. The Buzzard had frequently promised him a beautiful wife. This man lived in a cabin with barred windows and door. The Buzzard now told him to prepare for his bride. When Gloria was finally captured, the Buzzard gave her to the lunatic. But Preston had seen this move and came in the nick of time. He threw the crazy bride-struck man out of the cabin, and in revenge the lunatic locked them in. Nada, too, had been captured by the man with whom she had fought and had been bound and placed in the track of a huge boulder which the men were preparing to topple over on the cabin. She was helpless to aid and in danger herself as the huge rock came tumbling down the side of the hill directly at the cabin.

NEW SCREEN MAGAZINE.

No. 42.

FOLKS, meet Mr. "Hi Cash Clo," the man that has no difficulty in selling those old clothes you have worn to a thread. In his shop the customer is pleased with a perfect fit, but he has another when he gets home. The Praying Mantis or Devil's Riding Horse is a cannibal insect which sits in an attitude of prayer while waiting for his victims. "Little pitchers have big ears," but the straight-sided pitcher with lip at right angle is the best kind of pitcher to pour from. Lillian Russel tells us that ten minutes a day used in the right way will beautiful your neck and shows us how it is done. Sulphur Gas will bleach red flowers to snowy whiteness immediately, our chemist says, and proves it. Dr. Emmett D. Angell, authority and writer on athletic games, has devised more than fifty pastimes for boys and shows us how some of them are played, while a futurist movie of Samuel Gompers completes this issue.

"A JUNGLE GENTLEMAN"

Written and Directed by Fred Fishback.

Century Two-Reel Comedy.

(*Copyright*, 1919, *by the Century Comedy Company*)

CAST.

The Doctor	Jimmie Adams
The Girl	Ester Wood
The Lover	F. Robinson
Keeper of the Zoo	Charles Dudley
The Monk	Mrs. Joe Martin

DR. CUTUP paid so much attention to sport that his bank-roll was getting low and he was forced to devise an unusual means for getting business. Baseball was his great diversion and when the Female Giants hove into sight he deserted business for the ball grounds. But his wife and baby needed the money, so he hired Mrs. Joe Martin to carry out his pet scheme of filling the office with business. He made Mrs. Joe Martin dress up as office boy and sent her out for a dozen bananas. "Eat them and scatter the peels right in front of my door." The scheme was successful beyond even his expectations, and the accidents which happened on the banana paved sidewalk brought a golden trickle into his till. Highly satisfied with the business, Dr. Cutup put on his hat and decided to go out for an evening's entertainment, when kerflop! he went broke on his own business scheme.

The CRITICS and the DOLLARS agree

The Critics say

"THE work of Miss Phillips is above criticism."
—*Los Angeles Eve. Ex.*

"Miss Phillips displays her emotional talents to perfection."
—*Los Angeles Record.*

"Miss Phillips gives a strong, colorful and faithful portrayal."
—*Los Angeles Eve. Her.*

"A popular star, a good title and the right sort of a story."
Exhibitor's Herald.

"The star has ample opportunity to demonstrate her fine technique."
Los Angeles Examiner.

The Box-office says

"YOU will be doing a great favor to all exhibitors if you will advise them of the wonderful picture you have in 'PAID in ADVANCE' with Dorothy Phillips. It is a clean-up in every sense of the word."
Wm. M. Shirley, Mgr.
Palace, Schenectady.

"We broke all records on the opening day."
Glenn Condon, Mgr.
Majestic, Tulsa, Okla.

"I ran Dorothy Phillips in 'PAID IN ADVANCE' to S. R. O.
Harry Harvey, Mgr.
Garden Thea., Lusk, Wyo.

"PAID IN ADVANCE"

Featuring America's Greatest
Emotional Actress

Story by
James
Oliver
Curwood

DOROTHY PHILLIPS

Star of those sensational triumphs
"THE HEART OF HUMANITY" and "THE RIGHT TO HAPPINESS"
Directed by Allen Holubar

UNIVERSAL-JEWEL-PRODUCTION

100%

"If we were asked what is the most consistent program on the market today we would unhesitatingly answer 'BLUEBIRDS.'

"We feel we are in a position to say this, as we have used every Bluebird feature that the Universal company has produced.

"Nine out of ten are close to one hundred per cent productions."

BAKER THEATRE, Baker, Ore.

BLUEBIRDS

IF YOU ARE NOT ALREADY PLAYING THIS GREAT SERIES OF 67 BIG STAR HITS IT WILL PAY YOU TO ASK FOR OUR UNIQUE BLUEBIRD PLAN --IT MEANS MONEY TO YOU.

Your UNIVERSAL Exchange

With Progressive Exhibitors

HE ATTRACTS ATTENTION.

LAST week we showed on page 34 a picture of George Christman's Gayoso Theatre in Kansas City, Mo. Take a look at it before reading the rest of this story.

The Gayoso Theatre in Kansas City has not got the biggest lobby in the city, but Manager George Christman believes in using what space he has to good advantage. When he showed the Universal picture, "When a Girl Loves," starring Mrs. Charlie Chaplin, Mr. Christman spent his whole energy in fixing up a good display. The reason for this is simple.

Though the Gayoso is a downtown show, it is located just a little ways off the main street of the city. In passing to this part persons must pass his show. Hence the reason for as good a display as possible.

If a person passed this display without seeing it, it must have been on account of the lack of eyes. A large painted sign, running the length of the house, was hung under the canopy. Another sign was placed along the side of the canopy, so that the passerby could not help seeing it without moving his head. These two were just "attention getters." Two three-sheets held conspicuous places on the side of each wall of the lobby. Three sets of 11x14 were effectively displayed on stands. There were two 22x28 of the star. Four one-sheets were used in the lobby, while, to make attention more certain, another stand on the edge of the sidewalk showed two more one-sheets. With such a display it is needless to say that Mr. Christman did not say that business was bad on account of hot weather. He had no time to complain!

CHARLOTTE THEATRES LIKE UNIVERSAL PRODUCTIONS.

Charlotte, N. C., Nov. 18 (Special).—Universal stars are popular in this city and section, and Universal pictures are regarded as exhibits of the best that is in the art of making photoplays. While this is verily true, it is not the whole truth, for it must be added that Universal stars and pictures steadily are gaining friends—and there is a good reason for this fact.

Universal stars really are stars, and Universal pictures invariably are wholesome, clean, full of action, lacking the padding that is necessary to make many pictures the required length, and are characterized by elaborate and artistic settings.

Dorothy Phillips, beautiful and sincere and real, lists her followers in greater numbers perhaps than any other of the Universal favorites, and Priscilla Dean, unusual in type and really facinating in her roles of a delightful trouble-maker, is next in the eye of the film fans. Monroe Salisbury and Harry Carey, almost always seen in photodramas of the western or similar kinds, are vigorous rivals for the topmost place among Universal's male stars. As an actor for romantic parts, Salisbury is regarded as the superior, but for those fans who love the plays which require a male star who is a man of strength, who fits right into the part of a gunman or gambler or cowboy, there is none to replace Harry Carey.

Several of the Charlotte theatres are showing Universal's short stuff, and the Rainbow, Century and Okeh comedies never fail to keep the house in an uproar. The same is true of the Lyons and Moran pictures, and these versatile chaps, whether in claw-hammer coats and silk hats or what-not, may always rest assured they "have the house."

The Strand Theatre here is showing all of the Universal special attractions and Jewel productions. The municipal government is particularly strict in its censorship, and the city is thoroughly behind these officials in their determination to allow only the cleanest and best pictures. But, despite all their watch-care, Universal's big features are passed right along, and not one so far has been cut in the least.

R. J. Kirkpatrick's Royal Theatre, Ainsworth, Neb.

Charlotte is a city famous for its churches, and it has a church, the chamber of commerce says, for each 1,000 persons residing here. The exact number of churches, according to the ministerial association, is 55. The city is closed tight on Sundays, even the drug stores sell only in emergencies. All of that gives an idea of what pictures must be to be permitted a showing, and Universal's banner is never troubled, for the men of the trade and the fans here are assured and reassured when they read "It's a Universal Picture."

IT EASED THEM IN.

Alhambra Chose for Its First Sunday Show "The Heart of Humanity."

WITH the ministers of Shelbyville, Ind., opposing the Sunday opening of motion picture theatres there, Otto E. Bansbach, manager of the Alhambra, one of the houses controled by F. J. Rembusch, "plastered" the town and county, advertising that he would show "The Heart of Humanity" on Sunday. In addition to a large amount of newspaper advertising, Bansbach utilized every available inch of space in the town to place cards and half and one-sheets.

In addition to the unusual advertising, Bansbach also built a novel display in his lobby and in the front of his theatre. Big hearts were placed where they could be seen for squares. Oil paintings were placed to advantage. As a result, Bansbach played to large crowds despite the fact that the ministers of the town were opposing the Sunday opening.

"I can honestly say that this picture is sure a wonderful production and will never be forgotten by any one who has seen it," Mr. Bansbach wrote Ralph W. Abbett, manager of the Universal Film Exchange at Indianapolis.

BREAKS A RECORD.

A NEW attendance record for any theater in Fort Wayne, Ind., was recently established when the Strand theater there played "The Right to Happiness," the Universal super-production featuring Dorothy Phillips in a dual role.

And M. Marcus, manager of the Strand, deserves much praise for the way he "put it over." This live-wire manager, realizing that "The Right to Happiness" is one of the greatest pictures ever made by any company, didn't hesitate to "spread himself."

One of the big features that Marcus arranged for the presentation of the production was "The Dance of Happiness," put on by six society girls of Fort Wayne representing the city's best talent in terpsichorean art.

The Strand had been closed all summer and had been thoroughly redecorated. Many thousands of dollars were spent on the remodeling of the house which is controlled by Clyde Quimby who also operates the Jefferson in the same city.

About ten days prior to the reopening of the house, Manager Marcus started his advertising campaign. Teasers, reading as follows, were used throughout the Fort Wayne newspapers' pages:

"Everybody has a right to be happy. Some people bring it into the world while others drive it away. Know the reason why? See 'The Right to Happiness' with Dorothy Phillips at the Strand starting Sunday."

The following few lines also were used to good advantage:

"Happiness is everywhere. Are you getting your share? See 'The Right to Happiness' with Dorothy Phillips.

Then on the day of the opening, Marcus "splurged" and his publicity covered six full columns of the Sunday newspapers. In all of his advertising he announced that "The Right to Happiness" was "a very noteworthy event especially selected to inaugurate the season." He labeled it as "the greatest love story ever told."

He also announced that "The Dance of Happiness" would be an added feature and that he had engaged Miss Grace Romary of the European ballet school to stage the ballet dance, assisted by five other Fort Wayne society leaders.

The opening day's attendance was even a surprise to Marcus. He realized that the picture is really all that the critics claim it to be but in his own words, "pushed, packed and jammed, they clamored for admission. Yesterday's crowds establishes a new attendance record in this city's theaters. All roads brought throngs to this opening event."

But Marcus continued to write big advertisements on the pictures. He also sent out a number of specially prepared letters to the various organizations in Fort Wayne.

And on the day following the engagement of "The Right to Happiness," the Strand used an ad in the newspapers containing the following line in heavy black type:

"But Five days old—The Strand has already established the distinction it deserves."

Episode 15.

"THE MIDNIGHT MAN"

"ON THE WHEEL OF DEATH."

CAST.

Jim Stevens	**James J. Corbett**
Nell Morgan	**Kathleen O'Connor**
Morgan	**Joe Girard**
Arnold	**Joe Singleton**
Gilmore	**Frank Jonasson**

AS the heat in the smokehouse seems about to overcome Jim Stevens (The Midnight Man) Nell contrives to pull the lever that dumps the grate. Jim escapes by leaping from a window to a moving box-car. Morgan is found by Arnold, the detective, after his former cronies had turned on him and had imprisoned him in the refrigerator.

Arnold, suspecting the Morgans of complicity in The Midnight Man's schemes, dons an old mask of the mystery man and enters the Morgan domicile by night. Nell tussels with him and an embarrassing contretemps ensues.

Jim Stevens calls to ask for Nell's hand the following day, but Morgan, in a towering rage, abuses him.

"I know you're the head of the White Circle Gang," Jim says. "But even if I am The Midnight Man I'm innocent of any crime."

Gilmore, Jim's foster-father and bitter enemy, tries to lure The Midnight Man into a trap. Jim feigns to fall for the bait but he turns the tables on his betrayer. Gilmore's trap, arranged for Jim, incarcerates himself. Jim pulls a lever that causes the ceiling of the cage in which Gilmore has been caught, to descend. Projecting from the ceiling are murderously sharp knives. Jim surprisedly watches the operation when a voice from behind bids him raise his arms.

It is Morgan who has made a mysterious entrance through a panel in the wall. Gilmore is about to be decapitated when Morgan succeeds in releasing him.

Gilmore is eager to get The Midnight Man's seal ring which holds the secret of huge fortune. Stevens is made prisoner by a pair of steel arms that spring from a wall but when Morgan and Gilmore look on his fingers for the ring—it has disappeared. Stevens has secreted it in a specially prepared receptacle in his hollow heel.

Jim is bound and dragged out through a secret hall into a dynamo plant. Morgan knocks out the electrician and stops the great revolving fly wheel. On this Jim is tied. Jim, refusing to divulge the secret of the ring, is threatened with death. He defied his captors. The wheel starts to revolve.

"TAILOR MAID"

Okeh Comedy featuring Neva Gerber

CAST.

Molly, the maid	**Neva Gerber**
Billy	**Billy Mason**

BILLY, who worked in a tailor shop, believed that clothes make the man. Said he, "Give me a suit of good clothes and some confidence and you couldn't pick me out from a bunch of bankers." Molly, worked for Mrs. Stanley Jarr and she also believed that clothes made a difference. One fine day she dressed up in Mrs. Jarr's pet hat and Paris creation and sauntered off for a walk. Whom should she meet but Billy all dolled up ala Fifth Avenue in Mr. Jarr's suit which had been left to be pressed. Forthwith, they proceeded to kid each other into believing that they were the genuine article. Billy took her to a cabaret, with wine and everything, and they were having a beautiful time when in walked Mr. and Mrs. Jarr and that considerably spoiled the party.

Good for the Eye!

Daring, Dashing
Marie Walcamp
in The Spur and Saddle Series

Here they are! Nine of the best-acted and best staged Western two-reel dramas ever screened--with the heroine of "THE RED GLOVE" in the lead--the easiest, surest way to make money that we know of today. PLAY THEM ALL!	TEMPEST CODY HITS THE TRAIL TEMPEST CODY FLIRTS WITH DEATH TEMPEST CODY RIDES WILD TEMPEST CODY'S MAN HUNT TEMPEST CODY PLAYS DETECTIVE TEMPEST CODY GETS HER MAN TEMPEST CODY TURNS THE TABLES TEMPEST CODY BUCKS THE TRUST TEMPEST CODY.KIDNAPPER.

UNIVERSAL—MADE

SYNOPSES OF "THE KID AND THE COWBOY," HEARST NEWS, No. 47, AND UNIVERSAL CURRENT EVENTS, No. 46.

"The Kid and the Cowboy."

Two-Reel Western Drama.

CAST.

Jud	Art Acord
His Wife, Flora	Mildred Moore
Jimsey, their son	Reeves Eason, Jr.
Dance Hall Girl	Dagmar Godowsky
Larkins	George Fields
Drunken Man	Andrew Waldron
Rancher	Charles Newton

JUD leaves his wife Flora in their cabin taking Jimsey, their little son, into town on a purchasing expedition.

Larkins, who has been hanging around Flora for a long time, finally persuades her to elope, but Larkins that same day gets drunk and shows his violent temper to Flora.

She leaves him, but dares not go back to her home.

Jud is stunned to find that Flora has left him and their little son. He devotes himself to the child.

Larkins meanwhile has found another woman to share his luck, and has taken her to his cabin in the hills.

Jimsey falls ill in spite of Jud's constant care. The child, in his delirium, calls repeatedly for his mother, and the doctor tells Jud that the only hope for passing the crisis is for the mother to be brought to him. Jud tells the doctor that Flora has eloped with Larkins, and the doctor, who knows all the news of the country, tells Jud that Larkins is the man wanted for various hold-ups in another county, and that he is known to be living with a woman in a cabin up in the hills. Jud determines to get Flora and bring her to Jimsey, so he rides off on the trail of Larkins. He gets him, but only to find that the woman in the cabin is not Flora. Jud rides back, but feeling that his cause is lost—that the boy will die. As he reaches his own cabin he sees a hand draw down the blind. He turns to his horse and tells his only friend that he guesses Jimsey has gone. At last he forces himself to enter the cabin and sees the child stretched on the bed. He is just going to throw himself down at the child's side in an outburst of grief when Flora, who has heard of Jimsey's illness and returned in time to help the child past the crisis, stops him and tells him that the danger is past—Jimsey is sleeping peacefully.

Hearst News.

No. 47.

Yale Loses Gridiron Battle to Princeton by Score of 13 to 6!—New Haven, Conn.

Going Up!—More than twenty kinds of dynamite are used to blast huge cliff.—*San Francisco, Cal.*

The Melting Pot—Aliens of Uncle Sam's join special "Americanization" School.—*Camp Upton, N. Y.*

Sub-Title.—Major John H. Burns, Commander of the school, and his staff. A Hungarian—but he wears Uncle Sam's uniform and he'll soon be an American. A Mexican! A Venezuelan—but he's ready to fight for Uncle Sam. An Armenian—another of the 43 different nationalities at the Army "Americanization School."

Railway Station Left Mass of Ruins by Gas Explosion.—Passaic, N. J.

Spanish King Visits Scenes of World War Battles.—Verdun, France.

Sub-Titles.—Marshal Petain and King Alfonso on the battlefield's sacred ground—consecrated with the blood of heroes. Marshal Petain points out where the valiant poilus stemmed the Prussian tide.

In the Public Eye.—Franklin D'Olier Penn, newly elected President of the American Legion.

Sub-Title.—Anthony Caminetti, U. S. Commissioner of Immigration, leading the Government's drive for the deportation of anarchists and other alien disturbers.

A Modern Noah's Ark.—Only it lands at Boston instead of Mt. Ararat and unloads a stock of baby elephants. —*Boston, Mass.*

Spending a Day with the Prince of Wales.—Omitted from New York City prints.—*Washington, D. C.*

Sub-Titles.—In company with Generals Pershing and March the royal visitor decorates American officers and doughboys. The Prince's valet is a busy man—a quick shift from uniform to "civies." And the Prince plants a memorial tree at Washington Cathedral. Back into uniform for a visit to the United States Naval Academy in company with Secretary Daniels. America's pride! Future commanders of our First Line of Defense.

"Indoor Sports" Cartoon by "Tad."

Universal Current Events.

No. 46.

Flying Over Paris With a Woman Pilot.—Paris, France.

Sub-Titles.—Dirigible "joy riding" above the park at Versailles. Mlle. Gaby Morlay, the first French woman to hold a dirigible pilot license. The Eiffel Tower in the distance. The old fortified walls of Paris.

Prince of Wales Meets Wounded Heroes of Many Battles.—Washington, D. C.

Sub-Titles.—An intimate chat with a hero of Chateau Thierry. Addressing wounded boys at the Walter Reed Hospital. Leaving the Red Cross Building—a nurse pins a Red Cross button on the Prince. In New York—arrival of the British battle cruiser Renown upon which the Prince will make the return to England.

Oh, Deer! Deer!—Countess Brenza Dugro introduces a new fad at luncheon in fashionable hotel.—*New York City.*

Sub-Title.—"Petite Jenny" much prefers head lettuce to the chef's best efforts at patie de foi gras.

Germany Welcomes Home Prisoners from Russia.—Cuxhaven, Germany.

Vita Italia!—General Diaz, Italy's commander during the war, arrives in England and is greeted by Field Marshal Haig, London, England.

"How Dry I Am!"—Candidates for initiation into the Mystic Shrine ride camels instead of goats.—*El Paso, Texas.*

Sub-Title.—More victims of the initiation ceremony.

Russians in England Train to Fight Bolsheviki.—Newmarket, England.

Sub-Titles.—Former officers of the late Czar's army learn things they never knew before about the machine gun. Gas Mask drill—something entirely overlooked in the Russian army training. Getting an equipment ready for a trip to Leith, Scotland, there to embark for Northwest Russia.

In Memoriam.—

"If Honor calls, wher'er she points the
way,
The sons of Honor follow, and obey."

Sub-Titles.—From the funeral ship Lake Daraza are carried the flag-draped caskets of the Nation's heroic dead—back from the unknown battlefields of far off Russia.

"They turned from these bright skies
To lie with dust, silence in their eyes.
For they went down, only to live again
In the eternal memory of men.
How shall we honor their deeds. . . .
How speak our praise of this immortal
breed?"

One Year After.—Uncle Sam's Yanks march to the Convention of the American Legion.—*Minneapolis, Minnesota.*

Sub-Titles.—Wounded in a score of places while rescuing a "buddy' at St. Mihiel—but he got to the Convention just the same. "Wild Bill" Donovan, Secretary of the New York State Delegation. John Bowe—only representative of the immortal French Foreign Legion. The Reverend Father Francis Kelly, fighting chaplain of the 27th Division, and Corporal Crampton. Colonel Milton J. Foreman, head of the Illinois Delegation. Lieutenant Colonel Theodore Roosevelt.

Punch !
and
Power !

Action !
and
Force !

Speed !
and
Drama !

POLO

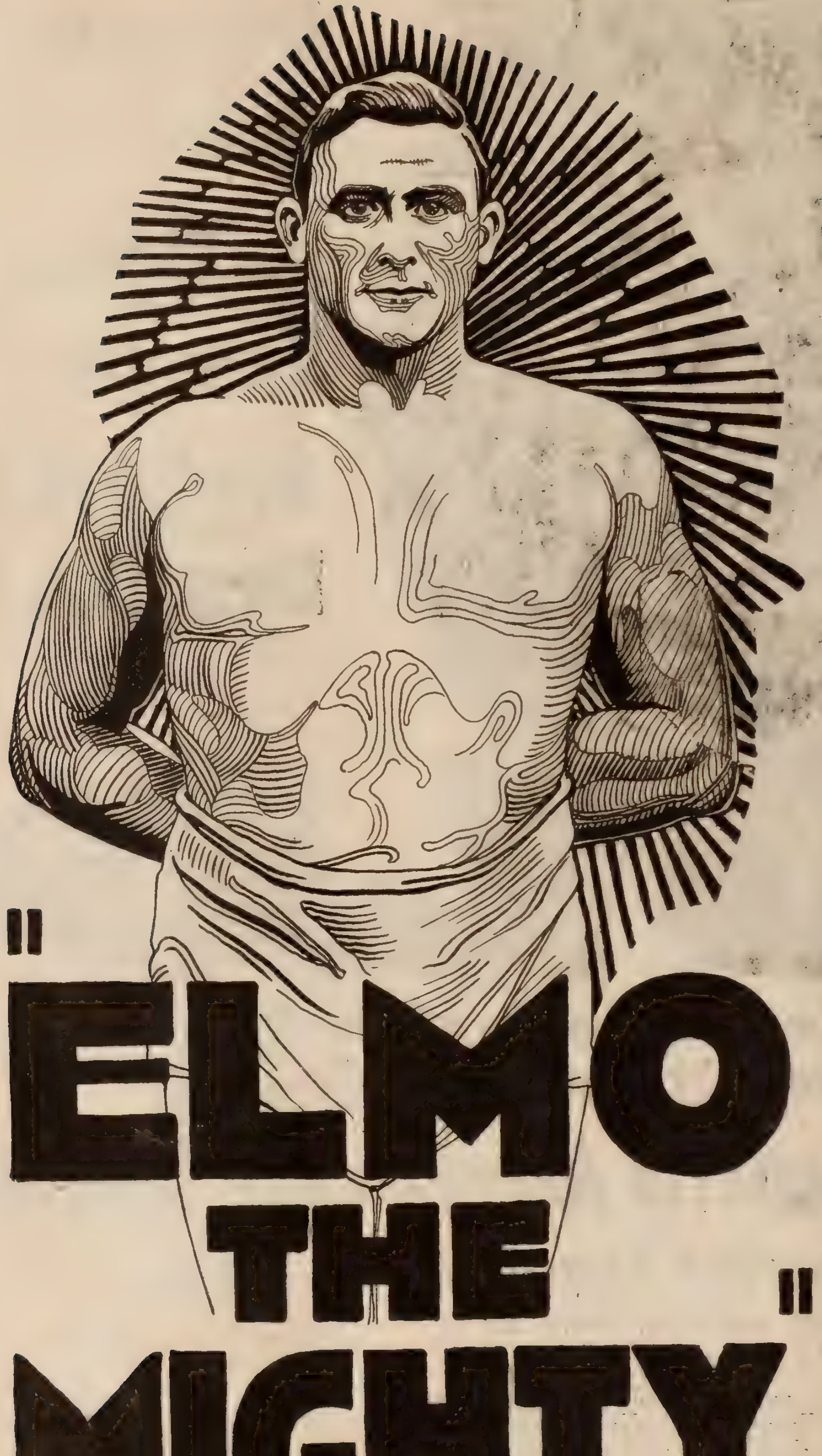
The Herculean Wonder of the Screen
in his electrifying series of

10 Cyclone Smith Adventure Stories

Each Two-reeler Complete in Itself

"A PRISONER FOR LIFE"
"A PHANTOM FUGITIVE"
"THE WILD RIDER"
"CYCLONE SMITH'S COME-BACK"
"A PISTOL POINT PROPOSAL"
"CYCLONE SMITH PLAYS TRUMPS"
"THE MISSING BULLET"
"DOWN, BUT NOT OUT"
"CYCLONE SMITH'S PARTNER"
"FOR LIFE"

YOUR NEAREST UNIVERSAL EXCHANGE



Supported by GRACE CUNARD

--Is Yours

one of the

2000

Theatres that pack them in every week

with this Mighty Serial

?

Carl Laemmle
offers

Monroe
Salisbury
in
"His Divorced
Wife"

HARRY CAREY

in

"The Rider The Law"

The Chicago Eve. Post says:

"A dash of mystery to give it flavor- a touch of pathos to keep it human- and a good share of action, including one unusual thrill to keep it exciting"

UNIVERSAL SPECIAL ATTRACTION

THE
MOVING
CTU
EEK

EDDIE
AND
LEE
IN
"WOES OF A WOMAN"

A LYONS-MORAN STAR COMEDY

VOL 9
DEC, 6, 1919.
NO. 16.

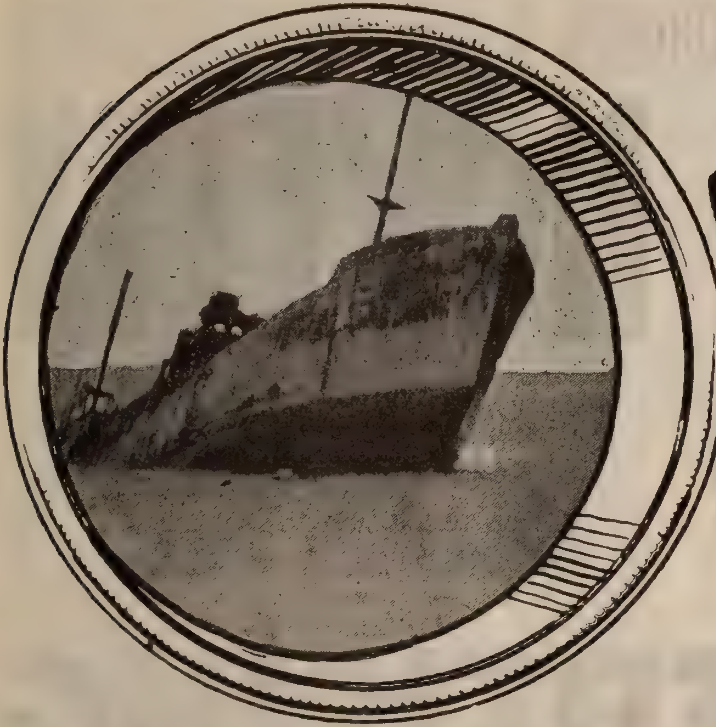
"There's a punch in every scene"
VARIETY

Carl Laemmle
presents
FRANK MAYO
in JOHNSTON McCULLEY'S
tremendous story of
a man's might and a
woman's weakness

"The BRUTE BREAKER"

"Besides being remarkably well directed and acted this is a picture with a big red-blooded theme, and the five reels bristle with fights, suspense and heart interest... Events happen so rapidly that it is almost impossible to take them all in, but literally and figuratively there is a punch in every scene."
VARIETY

UNIVERSAL SPECIAL ATTRACTION



WHO

Sank this Ship?

YOU!

When you were on the German U-boat shown in the

BIGGEST NEWS SCOOP OF YEARS

RIGHT out of the secret archives of the German Government—something never before shown on any screen—authentic moving pictures of the sinking of merchant vessels by German U-boats, the pictures having been taken by the German commanders to substantiate their reports to Berlin. While you are looking at these amazing pictures you will be, yourself, on a German submarine. You will see the shots fired from your U-boat—see the ship careen and sink—see Captain and Mate go down with their vessel.

THIS is the greatest scoop ever scored by any news picture organization since the cinema was invented. Needless to say, only the unbeatable enterprise of the great International organization could have secured this tremendous attraction for your theatre. Scoops like this mean extra money in your pocket. Be sure of them by booking the BIG NEWS THREE of the screen world right now—today. All the evidence that you want is right here on this page. ACT NOW. Scoop your competitors like we do.

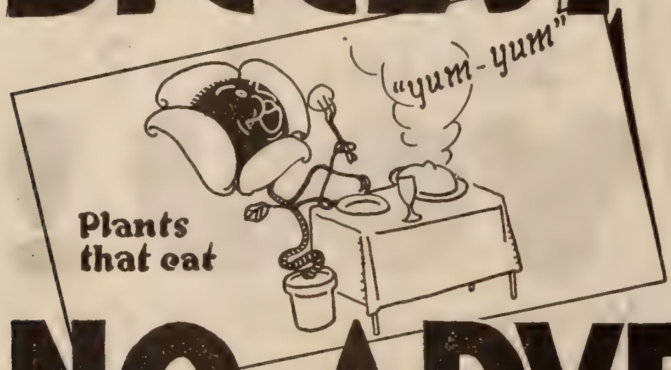
International News
Universal Current Events
Hearst News

Issued by International
Released thru

UNIVERSAL

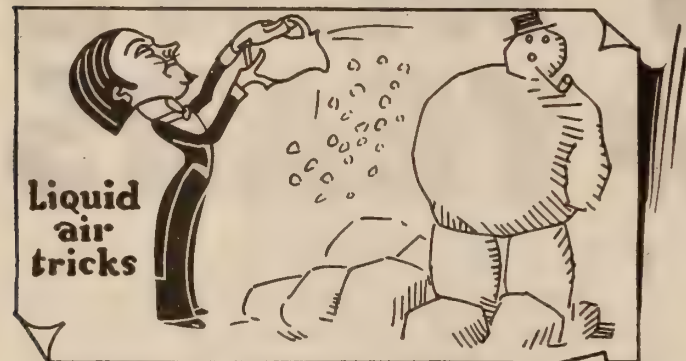
The New Screen Magazine's

BIGGEST NOVELTY



is the fact that it has

NO ADVERTISING



"Come on Luke, get out o' there - let's finish the picture!"
DRAW
Cinema Luke

THE NEW SCREEN MAGAZINE has no nigger in its woodpile. There is no advertising in the NEW SCREEN MAGAZINE, and there never will be. We give you a clean reel—and you in turn give your audiences a clean reel—and we think that is the best and quickest and lastingest way for us both to make money.

And we think that the fact that we hide no advertising in the NEW SCREEN MAGAZINE must be pretty good proof in your eyes of the quality of the reel's novelties. We think you'll believe us when we say that the NEW SCREEN MAGAZINE contains only the newest, most ingenious, most absorbing screen novelties that can be dug up, or made up, or bought up.

Go to your nearest Universal Exchange and look at the last four or five issues. You'll see a reel that's a mental cocktail—and you'll also see one that is clean goods right straight through.

UNIVERSAL

"Give me your answer NOW.—Me or the half-breed ?"

"PAID IN ADVANCE"

JAMES OLIVER CURWOOD'S Great Alaskan Story

Featuring the brilliant Star who triumphed in "THE RIGHT TO HAPPINESS" and "THE HEART OF HUMANITY"

Dorothy Phillips

"THE only REAL, TRUE TO LIFE Alaskan drama that has so far been produced. It fully merits the distinction of being one of the greatest productions of the year."
RIALTO THEATRE, Butte, Mont.

"Tell exhibitors they can't go wrong with this picture. It is full of 'pep' from start to finish. As for business—the box office told the story."
PALACE THEATRE, Schenectady, N. Y.

Universal Holiday Season
Specially Selected Pictures

Directed by ALLEN HOLUBAR

UNIVERSAL — JEWEL

Exploded !!

Another Old Time

IDEA

Shot to Smithereens

BANG! Sky-high it went—shot as full of holes as a sieve—the old-fashioned idea that SMALL TOWNS couldn't play BIG PICTURES and make a handsome NET PROFIT.

Proof of it comes from scores of small towns where exhibitors are giving their patrons big super-productions like "THE HEART OF HUMANITY." That's why for weeks we've shown you small-town testimonials.

"Population! Gee, we don't need any population—they just flock in from miles and miles around," is what these exhibitors say.

That's the answer when you play this big star attraction—

Dorothy Phillips

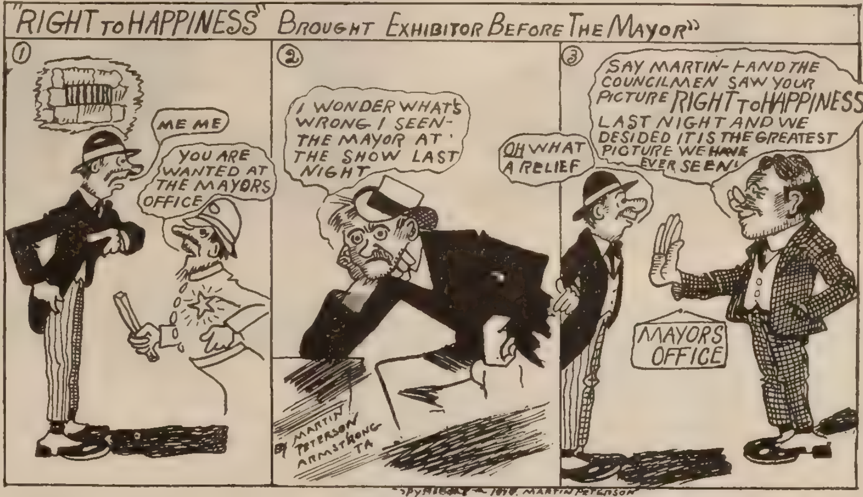
in Allen Holubar's Super-Production

"The Heart of Humanity"

'The Picture that will Live Forever'

Released through JEWEL Productions

The Mayor saw "The Right to Happiness" and Summoned Peterson to City Hall


"RIGHT TO HAPPINESS" BROUGHT EXHIBITOR BEFORE THE MAYOR"
①
ME ME
YOU ARE WANTED AT THE MAYORS OFFICE
②
I WONDER WHAT'S WRONG I SEEN THE MAYOR AT THE SHOW LAST NIGHT
BY MARTIN PETERSON ARMSTRONG IA
③
OH WHAT A RELIEF
SAY MARTIN- I AND THE COUNCILMEN SAW YOUR PICTURE RIGHT TO HAPPINESS LAST NIGHT AND WE DESIDED IT IS THE GREATEST PICTURE WE HAVE EVER SEEN!
MAYORS OFFICE
COPYRIGHT 1919. MARTIN PETERSON

TELEGRAM

ST. LOUIS, MO., NOV. 21, 1919.

UNIVERSAL FILM, INC., NEW YORK.

YOUR "RIGHT TO HAPPINESS" RANKS WITH THE GREATEST PICTURES OF A DECADE. THREE DAYS AT HIGH-WATER MARK ATTENDANCE ESTABLISHED MY BIGGEST RECORD. I MENTION THE ABOVE WITH PLEASURE, AS IT IS BASED ON POSITIVE FACTS.

JOE ERBER,
PRESIDENT ERBER'S AMUSEMENT CO.

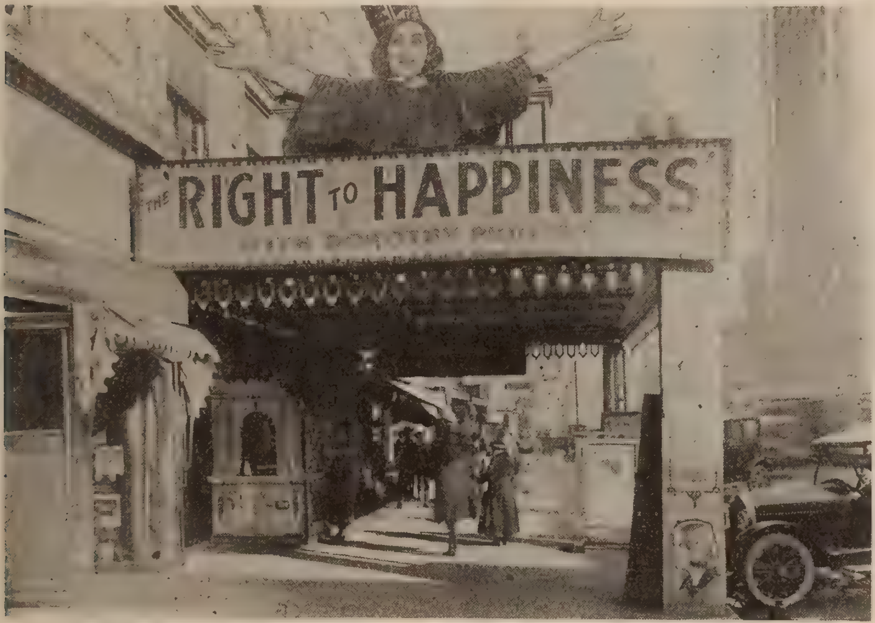
MARTIN PETERSON runs a nice little theater in the town of Armstrong, Iowa. He is proud of his house and proud of his show. It has been his endeavor to show his crowd only such films as they could see without blushing. On the other hand, the best is none too good for him or them. That's why he books so many Jewels and Universals. He has found out by experience that they satisfy the people of Armstrong, and that is what he has always endeavored to do. That he has made a lot of money is the best evidence that he has accomplished his purpose.

When "The Right To Happiness" came along he lost no time in booking it at the Gem Theater, which is all that the name implies. After a week of clever advertising and a big paper showing it played on November 23 to packed houses all day. Peterson counted the kale that night and as it jingled into his cupped mits he thought of the enthusiastic comments he had heard the crowds make as they filed happily out of the Gem. "I never heard them talk that way before," he mused to himself. Then the phone rang.

"Hello, Peterson, this is the Marshal's office. The mayor wants to see you at nine o'clock to-morrow morning," and the Marshal hung up.

"That's funny," thought Peterson, "I wonder what the Mayor wants. I saw him in the audience to-night."

Kind reader, if you want to know what happened to Peterson when he went to see the Mayor in the morning, it must be admitted with a feeling of misgiving, just look at the cartoon which Peterson drew to signalize the event just as soon as he got back, and sent to the editor of the Moving Picture Weekly for publication.



The Sun Theatre of Omaha made an enlarged cut-out of a "Right to Happiness" one sheet and mounted it over the marquis of the theatre. No copyright on this idea.

A DRAWING CARD.

Lincoln, Nebr.
November 17, 1919.

Universal Film Exchange,
Omaha, Neb.

My dear Mr. Calvert:

It gives me real pleasure to state that your production "The Right To Happiness" is one of the few big pictures that we have played that has been praised by everybody. It is not only a pretentious production, but splendid entertainment and a drawing card. In spite of the meanest kind of weather (cold and rain), we played to big business all week.

Yours very truly,
(Signed) L. M. GARMAN.
PRINCESS AMUSEMENT COMPANY
Operating
Liberty and Rialto Theaters.

COMING
"The LION

COMING—with a rush and a roar! A mystery serial that will set 'em by the ears! We set a hot pace when we sent James J. Corbett out in "The Midnight Man," and we stepped hard on the gas with that eighteen-cylinder record-breaker, "The Great Radium Mystery," which is streaking ahead so fast that we had to break the speed laws to go it one better. But we've done it! With "THE LION MAN!" A whirlwind of excitement whose breathless scenes and unique thrills will leave all competitors standing stock still.

Your big Help Book will be in your hands in about one week. Read it carefully, then view the first episodes of this cyclone serial at your Universal Exchange. You'll see eighteen weeks of packed houses waiting to be booked.

Directed by Al. Russell.

UNIVERSAL

ITH A ROAR!
MAN!!
The Strangest Character Ever Screened
8 Chapters of Cyclonic Scenes
PICTURES

Service Page for "LASCA"

AT A GLANCE.

SUBJECT—"Lasca."
LENGTH—Five Reels.
STARS—Frank Mayo and Edith Roberts.
PREVIOUS HITS—"The Deciding Kiss" (Miss Roberts). "A Little Brother of the Rich," "The Brute Breaker" (Mayo).
DIRECTED BY—Norman Dawn.
FROM THE POEM BY—Frank Desprez.
ADAPTED BY—Percy Heath.
SCENARIO BY—Clifford Howard.
SUPPORTING CAST—Arthur Jasmine, Veola Harty, Lloyd Whitlock.
LOCALE—Texas—"down by the Rio Grande."
TIME—Fifty years ago.
THUMB-NAIL THEME — Follows closely the famous poem of the same name; the story of a girl who dies to save the man she loves, believing that he loves another woman.

ADVERTISING PUNCHES.

1. The fact that everyone in the west (and many people throughout the country) know and love the old poem, "Lasca."
2. The beauty of Edith Roberts as "Lasca."
3. The popularity and splendid acting of Frank Mayo.
4. The spectacle of a huge herd of cattle actually stampeded.
5. The sight of a man being completely buried alive in quick-sand.
6. Some of the most remarkable horsemanship feats ever recorded by the motion picture camera.
7. Admirable photography, particularly in the night effects.
8. The direction of Norman Dawn.
9. The wonderful heart-interest of the story.
10. All the brilliance of the old Rio Grande country with glimpses of the Mexico of yesterday.

If a vote were taken to learn what is regarded as the State poem of Texas, the ballot would probably decide in favor of "Lasca," written by Frank Desprez and recited by every school child of the Lone Star State. Universal has made a film drama of the inspiring old ballad of the Rio Grande and it is now being shown at the .... Theatre.

Story by Frank Desprez.

Directed by Norman Dawn.

CAST.

Anthony Moreland	Frank Mayo
Lasca	Edith Roberts
Her Brother	Arthur Jasmine
Clara Vane	Veola Harty
John Davis	Lloyd Whitlock

THE STORY.

IN Texas, down by the Rio Grande, as the famous poem has it, lived Lasca. In her proud, passionate little heart she loved Anthony Moreland, a cattle rancher, and all was well when she was with him, though he teased her occasionally and made her jealous just to see her ungovernable temper sweep all before it. He loved her, but she was like a child to him.

Then came his cousin with an engaged couple in her charge. But Clara Vane was as flirtatious as Lasca was sincere. And in her efforts to attract Moreland, she fell in love with him herself. Lasca was madly jealous and so was Clara's fiance. Lasca so far forgot herself as to try to stab Moreland with a tiny dagger she carried. The episode served to cement their friendship and showed Moreland the depth of her affection.

But Davis, the abused lover, planned a still more treacherous revenge. During a fearful Norther, as the tremendous windstorms of Texas are called, he bribed one of Moreland's men to stampede the cattle which Moreland and Lasca were trying to round-up. The maddened herd came down on the two like lightning. There was no time even to save themselves in the only way open to them—by shooting one of the ponies and crouching under the carcase. Lasca threw herself on top of Moreland, her body protecting him and her arms around his neck, as the sea of steers surged over them. And Moreland buried his own heart in the little grave he dug for Lasca.

ADVERTISING DISPLAY LINES

Blood as red as a cardinal's cape and as blue as a rajah's sapphire coursed in the veins of Lasca, "Down by the Rio Grande."

"Lasca," the famous poem by Frank Desprez, has been dramatized by Universal. Edith Roberts and Frank Mayo are the featured players.

See "Lasca," Universal's version of the famous poem of Texas.

Edith Roberts and Frank Mayo are featured in "Lasca," Universal's amazing dramatization of the stirring old ballad.

She tried to save his life for the woman she thought he loved. That was Lasca. See "Lasca," the Universal film version of the poem.

The vigorous vintage of old Spain was the heritage of the beautiful "Lasca."

Like thunder in the mountains came the roar of stampeding cattle. Lasca knew that she must save Senor Moreland for another woman. This she did in "Lasca."

Publicity Page for "LASCA"

WHO IS THIS AUTHOR?

CAN you imagine a man writing a poem which has been a classic for years, and being a ashamed of it now? That's the way the author of "Lasca" feels. When the poem was made into a photoplay, the author was invited to see it in the projection room of the Universal. And after he had seen his conception of the beautiful, tempestuous Spanish girl brought to life by beautiful Edith Roberts, and had duly applauded the transfer of his poem to the screen, he made a few observations which were startling to say the least. When you see "Lasca" at the .... Theatre on .... remember them.

The author of "Lasca" has had one of the most adventurous and interesting careers in or out of fiction. His experiences have girdled the globe and as a war correspondent and magazine writer he has had had an unusual opportunity to see the interesting things of this world. But even that is of small interest to him beside his inventions. And because he is now a big business man and has to deal with big business men he does not want them to know that he ever adventured in the realm of poetry. The promise given that night in the Universal projection room will be kept, and it is an easy matter to do so. For the name under which the poem appeared is not the name of the author, so we will call him by the name under which the poem appeared, which is Frank Desprez.

Thirty-four or five years ago Frank Desprez was a very young newspaper man. On the search for magazine stories and adventure in the Texas of that day he met a man in a saloon who told him the story from which he wrote the poem "Lasca." He sent the poem to the San Francisco Argonaut and received five dollars for it. It was written in long hand and in setting it up the name was mis-spelled and Mr. Desprez made no effort to correct it either then or subseuently. Now it seems to him that it was a very fortunate thing indeed.

"It is hard enough," said Mr. Desprez, "for business men to accept an inventor as a rational human being, and if they even suspected me of being a poet, it would be all off."

That sounds rational enough anyway.

"Lasca," the poem, has come ringing down through years of oratory. In its silent form it still retains the big thrill which the name inspired. See it at the .... Theatre.

ADVANCE STORY NO. 1.

The first local showing of "Lasca," a recent Universal production directed by Norman Dawn and played by a notable cast, featuring Frank Mayo and Edith Roberts, is announced for the .... Theatre on................

"Lasca" is based on the famous poem by Frank Desprez, adapted for the screen by Percy Heath, and produced by Universal on a lavish scale.

The filming of "Lasca" required more than ordinary attention to detail, for there is scarcely an American who has not read the poem, recited it, or committed it to memory, and has not hereby pictured indelibly in his mind the sprite of the cattle-range who lived "in Texas, down by the Rio Grande," who worshiped the young ranchman at whose side she delighted to ride—who, a mixture of lovely saint and petulant imp, finally sacrificed her young life to save that of the man she loved.

The scenes of "Lasca" are laid on both sides of the Rio Grande. It shows the life of the Mexicans as well as that of the Texans and gives a picturesque view of the wealthy frontiersman's existence during the most colorful period in the history of the Lone Star State.

Around the story suggested by the poem the author has woven a plot of the most engrossing interest—of love, jealousy and adventure—culminating in the great stampede of the herd.

Frank Mayo plays the part of Moreland, the wealthy young American ranchman; Edith Roberts was chosen as the ideal player for the role of Lasca. Other parts are enacted by Veola Harty, Arthur Jasmine and Lloyd Whitlock.

In scenic beauty "Lasca" is said to excel most photo productions recently shown.

See the Press Book on "Lasca." On the inside of the back cover you will find the complete poem. Read it and get your newspapers to run it in connection with the showing and the advertising of the photoplay.

ABOUT THE STARS

FRANK MAYO, featured with Edith Roberts in "Lasca," the Universal screen version of the famous old poem of the Rio Grande, has two strange hobbies which he rides enthusiastically.

One of the star's diversions is psychopathological analysis, and the other is Kelly pool. To save wear and tear on the vocal cords Mayo has abbreviated his hobbies to "P. A." and "K. P."

Frank Mayo was born in New York and rapidly developed a laudable ambition to be a motorman. He was restrained, however, by his parents, who sent him to the Peekskill Military Academy, where he had knowledge thrust upon him until graduation. He entered the theatrical profession and traveled in Europe for five years.

Then came the lure of the silent drama and Mayo hied him to the west coast, where he has been featured in many successful screen productions. Before "Lasca," his most recent success with Universal was in "The Brute Breaker," in which he was started, and in "A Little Brother of the Rich," in which he co-starred with Kathryn Adams and Barney Sherry.

Edith Roberts, the other featured player in "Lasca," learned to ride a horse on the bridle-paths of Riverside Drive and Central Park in New York. She does riding of a vastly different sort in her Universal photodramas but the early training on the path along the Hudson stood her in good stead, she says.

Miss Roberts was born in New York just eighteen years ago. She attended one of the exclusive seminaries "up the Hudson" and made her first theatrical appearance in vaudeville. "But it was the same thing over and over again," she said. "I longed for more variety than the variety stage afforded and I packed my belongings and dashed to California with all the speed of a forty-niner."

From the moment of her arrival her success seemed assured. She appeared in many Universal successes and in comedies with Eddie Lyons and Lee Moran.

Because national interest centers today on the Mexican border the romantic old poem of "Lasca" by Frank Despres is being re-read with renewed appreciation. The poem has been made into a feature photodrama by Universal which is now showing at the .... Theatre. It co-stars Edith Roberts and Frank Mayo.

If you want to see a swell cattle stampede see "Lasca" at the................

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus· Mgr.*

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Vol. 9. DECEMBER 6, 1919. No. 16

NEWS REEL HELD OVER FOR SECOND WEEK.

BRUTALITIES IN THE RAW

IN addition to being held over at several of the countries most important photoplay houses, and receiving enconiums of enthusiastic praise from famous exhibitors, the three-hundred-foot news scoop of the sinking of British merchantmen by German U-Boats was dignified by a review all its own by the Motion Picture News in its review department. Here it is:

HEARST NEWS NO. 46

(German Submarine Sinking Ships, etc.—One Reel Released Nov. 11 Distributed By Universal)

"Absolutely the greatest film scoop in history of motion pictures" is the declaration of International Film Service in describing this particular news reel.

And the reviewer agrees that this is the biggest news-reel sensation of the year. This particular portion of the reel only occupies about three hundred feet, but it grips you tremendously.

For it is real and appallingly brutal, but also imparts a glowing thrill when you see brave men go down to their death willingly rather than desert the ship.

One ruthless submarine commander in the late war evidently determined that he would show his kaiser that he was producing gratifying results. He mounted a motion picture camera on the decks of his submersible and after shelling or torpedoing a ship he would photograph the sinking.

It is a terrible thing to witness and leaves an indelible impression upon the spectator. But every one who views it will want to see it again and unquestionably will urge all his friends and acquaintances to see this wonderful feat of the camera.

This could be played up as a regular feature and would give a gratifying

(*Continued on next page*)

The Standards of the Bored

By HOWARD DIETZ.

"That the theme or story of a picture is adapted from a publication, whether classical or not; or that portions of a picture follow paintings or other illustrations is not sufficient reason for the approval of a picture or portions of a picture."—Excerpts from Standards of the Pennsylvania State Board of Censors of Motion Pictures.

IT doesn't always follow that if Venus or Apollo,
Or the nudes of Zuloaga are translated to the screen
That the censors so omniscient will consider that sufficient
Ground for passing on the picture as quite fitting to be seen.
Just because a Rembrandt etching is considered more than fetching,
Still the version in the movie might not meet with the accord
Of the Pennsylvania censors, those infallible dispensers
Of morality—according to the Standards of the Board.

When a photodrama sickens (even though it be from Dickens)
Those with senses that are "finer," and appeals to senses crude,
They will censor it ad lib, son—Plays from Stringberg, Wilde and Ibsen
May be branded in their film form as "Fit Subjects for the Leud."
Things with themes too Rabelaisian, though they prove the great equation
That True Art is Life, and though they reach the heights where few have scored,
They will all be sanctioned—maybe; but they'll not of course per se be . . .
That's in absolute accordance with the Standards of the Board.

In this age of smut and slander, where a play is prone to pander
To the basest and the vilest and the cheapest that's in Man,
There must be the chosen mortals, who have passed through Virtue's portals,
And have stood out from the others as the moulders of the clan.
So this censorship committee shall prescribe to each Penn city
Just the proper set of morals that the pictures shall afford.
They are trained in all that's flirty—they know vice—they know what's dirty,
And they know by heart the rules they call the Standards of the Board.

Vollmer Likes "RADIUM"

Pittsburgh, Pa.,

November 10, 1919.

Universal Film Exchanges, Inc.,

Pittsburgh, Pa.

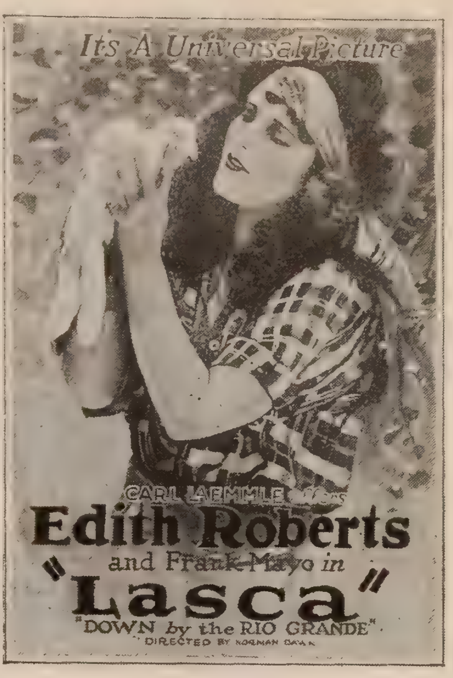
My Dear Mr. Stern:—

I have run many serials in the Idle Hour Theatre, but I must give the palm to "The Great Radium Mystery," the Universal serial with Cleo Madison, Eileen Sedgwick and Bob Reeves, that is now being shown in my theatre. "The Great Radium Mystery" strikes me in the same manner as the first one that was ever shown must have impressed exhibitors as well as theatre patrons. It is so different from anything else that it marks a new era in serial making. It is a brand new idea, and new ideas always bring money to the exhibitor. I can recommend "The Great Radium Mystery" as a wonderful money-maker. One of its great beauties is that it attracts people to the theatre who usually do not frequent motion picture theatres, or at least are to be classed among those known as the infrequent theatre-goer. To say that I have been well pleased with this serial is to put it altogether too mildly.

Yours very truly,

C. J. VOLLMER,

Manager, The Idle Hour Theatre, Pittsburgh, Pa.



One-sheet for "Lasca."

NEWS REEL HELD OVER FOR SECOND WEEK.

(*Continued from page* 10)

account of itself at the box office window. But it is inserted as a part of one of the regular Hearst News reels. Exhibitors playing this service would do well to watch for Reel Number 46 and exploit it properly.

J. H. Mackzum, a Knights of Columbus secretary, brought the film to the United States. The first shot shows the sinking of a British tramp as the U-boat rises to the surface. The deck gun is used. A bomb explodes in the hold of a picturesque sailing ship and it gracefully buries itself in the sea, leaving only a ripple behind.

A shot across the bow brings a British freighter to a halt and the captain and his mate standing on the stern deck refuse rescue and go down dramatically with their ship. A shot below the water line plunges another ship to destruction and the huge boat does an awe-inspiring sort of a tail spin and sinks majestically from sight beneath the waves.

You view the actual brutalities of war practically in the raw and it is something that none of your patrons will care to miss.

Twenty-four sheet poster for "Lasca"—Universal Big Twelve.

TWO THEATRES HOLD OVER INTERNATIONAL NEWS SCOOP.

Letters and telegrams are pouring in on the International and the Universal commending them for the enterprise and showmanship which they exhibited in the gigantic news scoop of last week. The actual evidence of the German submarine commanders, submitted by them to prove their inhuman deeds, is now revealed to the American public for the first time through the screen. The scenes are not only a huge scoop; they are the most dramatic and thrilling that have ever been shown on the screen.

Among the many letters and telegrams which have been received are a telegram from S. L. Rothapfel, now director of the California Theatre of Los Angeles, telling why he kept the reel over for the second week, and a letter from Hugo Riesenfeld, managing director of the Rivoli Theatre.

Los Angeles, Cal., Nov. 19, 1919.

I cannot help but wire and tell you that the subject contained in Hearst News No. 46, "Sinking of the Merchant Vessels by the German Submarines," is, without question, the *most* thrilling and remarkable picture I have ever seen in my career. The mere fact that you are keeping it in the news certainly reflects to the credit of the International Film Service and Universal Film Company. I think so well of this that I am going to hold it over for the second week in the California Theatre. This is something I have never done before in my career. The only thing parallel to this was a return engagement of "Under Four Flags" at the Rivoli Theatre in New York. No one can see this picture without talking about it, and no event in motion pictures will prove the same effect. I shall never forget it as long as I live.

S. L. ROTHAPFEL,
Director California Theatre.

International Film Service Co.,

I have just screened your pictures showing the actual work of German U-boats in sending to the bottom three British merchant vessels.

These pictures are, beyond doubt, among the most thrilling scenes I have seen in any news reel, and I want you to make up an extra print so that I may run them complete all next week in both these Rialto and Rivoli Theatres.

Allow me to congratulate you, not only on your enterprise in securing such wonderful scenes, but in putting them out in your regular editions and at no extra cost to your clients.

HUGO RIESENFELD,
Managing Director Rivoli Theatre.

"A BARNYARD ROMANCE."

2 Reel Rainbow Comedy.

Featuring Charlie from the Orient.

(Copyright 1919 by the Rainbow Comedy Co.)

OWATA HOBO is a poor friendless tramp on the road to Nowhere. In his travels he comes upon poor little orphaned Louise crying as if her heart would break. She explains that she is on her way to a farm and that she has been robbed by three bandits. Owata Hobo captures the bandits and gives Louise back her valuables. He carried her bags to the farm where she gives the farmer a letter of introduction and is immediately hired. Owata Hobo is so smitten that he works for nothing at the farm.

The farmer who is a tyrant beats and mistreats poor Louise. He sends her to fetch a pail of water. While getting the water she discovers an artist painting a landscape. He asks her to pose for him which she does. In the meantime Hobo has his troubles with the scarecrow and the farmer. Charlie brings a bouquet of flowers to Louise while she is posing. The artist takes the flowers from him, gives him 5c. and tells him to beat it.

The farmer discovers Louise posing and drags her back to the farmhouse. He starts to beat her when Hobo comes on the scene. He jumps on the farmer and knocks him out, grabs Louise, puts her on a buck-board and they race away. The artist has witnessed their escape, and follows in a racing car. The buck-board overturns and they are both pretty badly hurt. The artist takes the girl and rides away with her. Charlies gets up, shakes the dirt off himself and travels along his lonely way to Nowhere.

"A LUCKY DOG'S DAY."

Two-Reel Century Comedy.
Featuring the Century Wonder Dog,
Trained by the World's Foremost
Animal Trainer, Charles Gay.

(Copyright 1919 Century Comedy Co.)

MR. NEWLYWED was a pleasant sight for sore eyes. He was hurrying home to his own wifie. Ye Gods! what a strange sight. He was in such a hurry that Motor Mike, the Cop could not keep up with him. The cause of all this rush was the prettiest, dimpliest little wifie you have ever seen, and she had the cutest dog, who did all kinds of tricks.

The only thing that marred their happiness was the fact that their Landlord was their next door neighbor. Mrs. Landlord was a domineering factor in the whole house. Her poor husband and cat had to shimmy the way she jazzed.

The Newlyweds' dog and the Landlords' cat were friendly enemies. The dog chases the cat into Mrs. Newlywed' apartment, and the poor cat seeks shelter under her bed. Mr. Landlord was very fond of his cat and therefore followed the cat under the bed. Just then, Mr. Newlywed rushed into his house to escape the Cop. Mrs. Newlywed does some antics in trying to hide the Landlord under the bed. Her husband thinks she has gone crazy and tells her to help him hold the door shut so that the Cop won't get in. She gets up, and lo and behold! there is Mr. Landlord as big as life. A general melee ensues where the Newlyweds and the Landlords have a terrible scrap. The Newlyweds beat up the Landlords and leave their house.

When the Landlords regain consciousness, they vow vengeance.

The Newlyweds are now comfortably settled in their "Dollar down and a dollar when you catch me bungalow." Their off-spring, Brownie, helps wifie in the kitchen, and hubby in the garden. He performs some of the most wonderful tricks that have ever befode been seen on the screen. Their happiness is only short-lived, for the Landlords are on the job. While they slumber sweetly at night, the Landlords attach the bungalow to a horse and drive the bungalow into the ocean. The Newlyweds awaken in mid ocean. They put a note in Brownie's collar. He swims ashore and gets the fire boat. In the meantime the villams are on shore and glorying in their sweet revenge. The lamp in the bungalow over-turns and a fire is started. The Newlyweds climb to the roof and are rescued by the fire boat where they fade out happily.

SCREEN MAGAZINE.

No. 43.

THE minute you mention a man as a candidate for the presidential nomination the country wants to know all about him. So the Screen Magazine takes you to the home of Gov. Frank O. Lowden of Illinois and you get an intimate picture of this country gentleman—statesman. Tnen you meet Mr. E. Z. Walk of Denver, a whole souled half-soler whose name fits his occupation. Sherrys, the most famous of New York cafes, is being turned into a bank by a new and interesting method which will probably be used in other buildings of less interest. Then we are shown the method of making the night signals which are used by ships in distress at sea. The weekly cartoon concerns the spider and the fly. Then we have a slow motion scene showing the manner in which a football is punted by the fullback, and the magazine is closed with a Futurist Movie of Lloyd George.

"And Lasca!
Lasca used to ride
On a mouse-gray mustang close to my side,
With blue serape and bright belled spur;
I laughed with joy as I looked at her."

—From the famous poem by Frank Desprez.

"Lasca"

"A Poem in Pictures"
Offered by Carl Laemmle

"A Poem in Pictures"
"Lasca"
RANDALL

featuring

Frank Mayo

with

Edith Roberts

Land of sunshine---land of love! The beautiful land of make-believe! Come out of your drab and dreary, workaday world and ride into the joyous Fairyland of Romance--with Lasca! The screen has yet to show you any love story so rich with the charm of lace mantilla and Spanish spur and the wild, free life of the old-time plains. Played by virile FRANK MAYO and EDITH ROBERTS with a wealth of dramatic feeling, in wondrous outdoor settings unequalled for their scenic glory and fidelity in detail.

Universal Holiday Season
Specially Selected Pictures

Universal Special Attraction

Universal Holiday Season

Specially Selected Pictures

YES — thank you! Our Holiday Drive is an overwhelming success! Made so, not by over-stimulated selling but by the pictures. It is they who are doing our selling. No wonder! Every one, a specially made and specially selected Holiday Picture. See them at your Universal Exchange. The Publicity Manager there will help you clean up as you've never cleaned up before.

UNIVERSAL-JEWELS

Dorothy Phillips IN "Paid in Advance"

Von Stroheim IN "Blind Husbands"

Dorothy Phillips IN "The Right to Happiness"

Mrs. Joe Martin Comedies

UNIVERSAL SPECIAL ATTRACTIONS

Monroe Salisbury "His Divorced Wife"

Ora Carew "Under Suspicion"

Harry Carey "A Gunfightin' Gentleman"

Frank Mayo and Edith Roberts "Lasca"

Lyons-Moran Star Comedies

Serials

Two-reel Westerns

Century Wonder Dog

Rainbow Comedies

Boosting Holiday Happiness
is Profitable Business

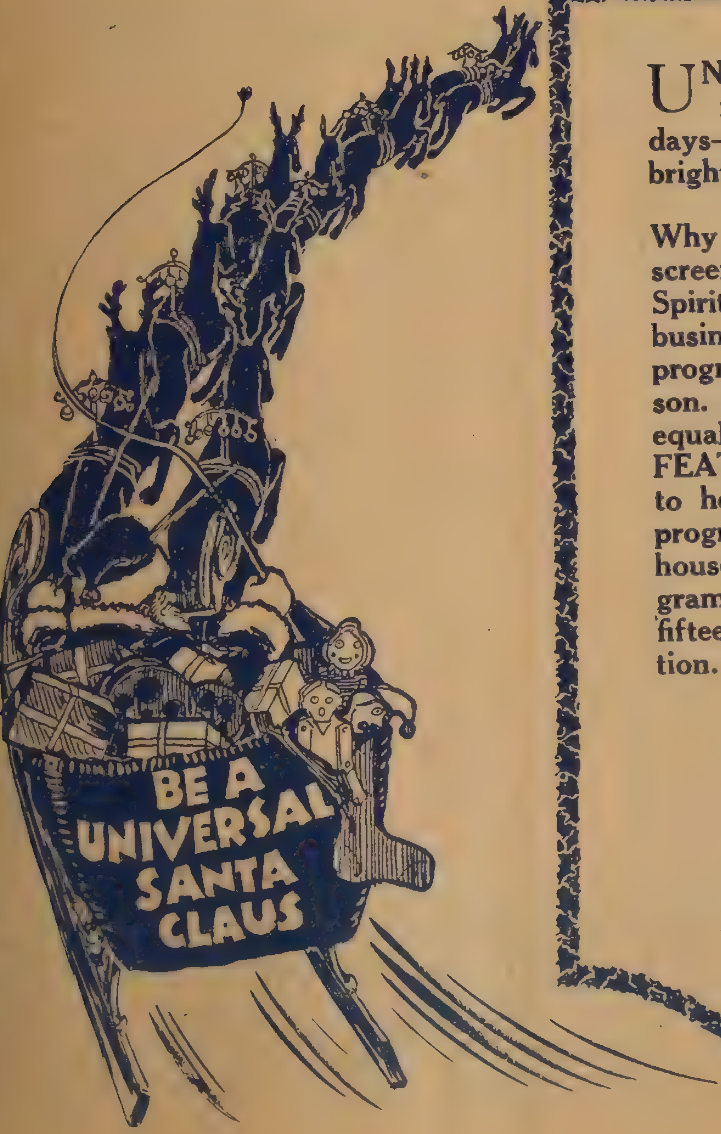
UNIVERSAL

Your Wife has Picked Out *Her* Christmas Presents—How About *Yours* For *Your Patrons*?

UNIVERSAL PICTURES
SPECIALLY SELECTED FOR THE HOLIDAY SEASON

UNDOUBTEDLY you'll decorate your house for the Holidays—your lobby will wear its brightest Xmas dress.

Why not go further and make your screen, too, reflect the Holiday Spirit? It's good-will and it's good business. Give your patrons a program in keeping with the Season. For this, there's nothing to equal the UNIVERSAL HOLIDAY FEATURES—prepared expressly to help you select the very best program ever shown in your house. Pick out your Xmas program NOW from the following fifteen pages of the Holiday Section.


BE A UNIVERSAL SANTA CLAUS

Carl Laemmle presents

"BLIND HUSBANDS"

Von Stroheim's Wonder-Play

HERE is a wire from TOM NORMAN of the Rex Theatre, Racine, Wisconsin, which tells you practically all you need to know as to the pulling power of "BLIND HUSBANDS":

> "'Blind Husbands' opened here today at the Rex Theatre, Milwaukee, last week; stood them out from two till ten-thirty P. M."
>
> TOM NORMAN, Manager.

ALL our advertising of "BLIND HUSBANDS" from this time forth, will consist simply of testimonials, supplemented by copies of advertisements which have been found to pull the crowds. The overwhelming success of "BLIND HUSBANDS" is absolutely assured—we want now to make sure that you get every dollar out of it that there is in it.

UNIVERSAL-JEWEL
Production de Luxe

UNIVERSAL

"Hell hath no fury like a woman scorned"
Monroe
PICTURES

The Year's Biggest

Carl
Laemml
offers
The
UNIVERSA
JEWEL
Super-
producti

DOROTHY PHILLIPS

in the
greates
love sto
ever to

nd Best Production

Universal Holiday Season
Specially Selected Pictures

"Held our audience every second"

"We have just finished showing 'THE RIGHT TO HAPPINESS' for three days, and take pleasure in stating that it was the biggest and best production we have played this season.

'Notwithstanding the fact that we had a steady downpour of rain all day Sunday we broke all house records with this wonderful production.

"The continuity of this picture is perfect and the star, DOROTHY PHILLIPS, is at her best.

"We can truthfully state that, without an exception, this picture held our audience every second and was met with a storm of applause at the conclusion of each performance."

ROB'T D. HUTCHINSON, Mgr.,
New Folly Theatre,
Oklahoma City, Okla.

Universal Jewel Super Production
Produced under the direction of Allen Holubar

"The Right To Happiness"

THE SCREEN'S WONDE

VIVIAN-
the girl
who had
everything
and gave
nothing

SONIA-
the girl
who had
nothing
and gave
everything

Carl Laemmle
offers the
UNIVERSAL
JEWEL
SUPER PRODUCTION

"THE RIGHT

—THIS *Dual* ROLE

Played by

DOROTHY PHILLIPS

in The Greatest Love Story Ever Told

Produced under the direction of
Allen Holubar

"Dorothy Phillips in the dual role of both daughters is superb."
Chicago Herald and Examiner.

"Dorothy Phillips interprets the difficult dual roles of the twins with sincerity, showing her wonderful ability as a dramatic star of the first magnitude."
St. Louis Times.

"Her portrayal of the two roles, so far apart in character, constitutes a remarkable demonstration of dramatic talent and artistic skill."
Montreal Daily Star.

"One would hardly believe that Sonia and Vivian could be one and the same."
Journal of Commerce.

"Dorothy Phillips in the dual role of the two sisters gives two splendid characterizations."
N. Y. Evening Mail.

"A really remarkable bit of work, vivid and compelling in its tiger-like earnestness."
Exhibitors' Trade Review.

"The star has an exceptional opportunity in her dual role and registers nice contrast, giving the anarchist girl as a splendid characterization."
Wid.

"Her performance of the dual role is an achievement."
The Billboard.

"It is hard to believe it is the same woman in both characters."
Boston Globe.

"No praise is too florid to hand Miss Phillips."
Chicago Evening American.

"She gives to Sonia and Vivian each a distinct and unusual personality. Sonia is the more vivid character and gives her the best opportunity. She is dramatic, humorous and pathetic and always lovable as the little radical. As Vivian, she is beautiful and stately."
Chicago Evening Post.

TO HAPPINESS"

A Big-town Clean-up

From a Town of Only 584 People

"THE RIGHT TO HAPPINESS" sure is some picture. I spent as much on advertising as the film rental itself—and say! she went 'way over the top! There were cars lined up on both sides of the street for two blocks—people had come as far as thirty miles to see the picture. And every one who saw the picture was a booster for the next night. I have received more favorable comments on this picture than on any other I have shown, 'The Heart of Humanity' included. The net profits were more than gratifying."

W. F. PRICE.

BALDWIN, WIS.,

Population 584.

Carl Laemmle *offe*

DOROTHY PHILLIPS

In the
Greate
Love St
Ever To

for Small-town Exhibitors

It's another Holubar Wonder Picture, Bigger than "*The* Heart of Humanity"

the **Universal-Jewel** *Super-Production*

"The RIGHT TO HAPPINESS"

Produced under the direction of
ALLEN HOLUBAR

Here's where I beat old H.C. of L.
A taste of your own medicine
Anything stronger than tea, waiter?
Universal Holiday Season
Specially Selected Pictures

THE CENTURY WONDER DOG

TWO REELS OF FURIOUS FOUR FOOTED FUN

"CHARLIE CHAPLIN on four feet," Exhibitors call him—this wonderful dog whom everybody loves for his almost-human ways, his good-natured pranks and astounding intelligence. With his very first flash on the screen the Century Wonder Dog made friends by the hundreds of thousands and now everybody wants to see him—we can't make his pictures half fast enough to suit them. See this bright-eyed little marvel of a fun-maker at your Universal Exchange right away, or you'll lose one of the best bets in our whole list of Specially Selected Holiday Pictures.

"A LUCKY DOG'S DAY"

YOUR UNIVERSAL EXCHANGE

HALF-HOUR
MASTERPIECES

CARL LAEMMLE
has the honor of
presenting
Number Three
of the
STAGE WOMEN'S
WAR RELIEF
SERIES of

TWO REEL
PHOTOPLAYS
DE LUXE

"FIGHTING MAD"

Starring

MACLYN ARBUCKLE

Supported by PERCY HASWELL, DANA DE HARTE and JOHN McGRAW

Universal
Holiday
Season
Specially Selected
Pictures

Adapted from Samuel Hopkins Adam's story "A Little Privacy"
Directed by George Terwilliger — Supervision Eugene Spitz

Released through
UNIVERSAL — JEWEL

Allaboard!

For a rollicking
voyage of riotous
mirth with gales
of laughter and
storms of applause

Mrs Joe Martin

Universal
Holiday
Season
Specially Selected
Pictures

BOOK your sailing—climb on board—take a laughing-trip with the funniest seaman who ever tied a knot with all four hands at once or hung from the topgallant truck by her tail. Watch MRS. JOE get busy over that stove in the galley, and you'll store up enough laughs to last you thru the Dry Spell. Put on your hat when you've read this ad and go see MRS. JOE at your Universal-Jewel Exchange. She's great!

UNIVERSAL-JEWEL

The GOOD SHIP ROCK'N RYE

Mrs. CHARLIE CHAPLIN

IN

TWO INIMITABLE **LOIS WEBER** PRODUCTIONS

"HOME" "FORBIDDEN"

THE STORY OF EVERY GIRL — THE AWAKENING OF THE SMALLTOWN WIFE

A WINNING attraction which should find a ready welcome in your Holiday Season list.

"A human story full of heart-appeal," says the M. P. News, "with the value of 'home' woven into the pattern with rare delicacy."

Universal
Holiday
Season
Specially Selected
Pictures

THE human-ness of "just folks," presented in the inimitably characteristic Lois Weber manner and with winsome Mildred Harris delightful in the role of the ambitious small-town girl who learned a wonderful lesson.

UNIVERSAL - JEWEL

"What do you see?"
"I See RAIN-BOWS!"

2 reels of rip-roaring merriment

"A BARNYARD ROMANCE"

featuring

CHARLIE *from the* ORIENT

It's a RAINBOW

FUN—fast and furious, pretty girls, "pep" and a dash of hearty slapstick for good measure—all the ingredients for a side-splitting good time. Loads of laughter for the whole happy family.

And—there's everything in the name. Don't book your comedies hap-hazard—book by

the big brand
RAINBOWS

YOUR UNIVERSAL EXCHANGE

A Big Western Special packed into 2-reels

The two-fisted Boy with a Grin

Hoot Gibson

AND

Josephine Hill

THERE'S nothing quite like these great-little-features for injecting real "pep" and "dash" into your program.

Bristling with rapid-fire action and brimful of big moments, they build up a regular clientele that won't miss a single one of these corking two-reel specials.

Make it a point to see every one of these releases every week.

Universal Holiday Season
Specially Selected Pictures

"UNIVERSAL ALWAYS DID MAKE THE BEST SHORT STUFF"

Which?

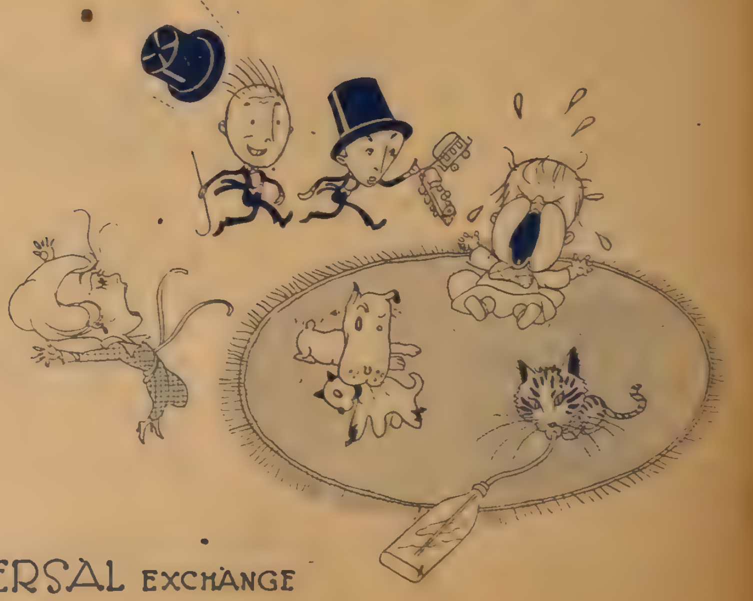
The difference between Dress Clothes and Overalls—between the Walking Stick and the Slapstick—the Silk Hat and the Plug—the difference between turning people away and having them turn away—that's the difference between clean-cut, up-to-date Lyons-Moran Star Comedies and the rough-house stupidities termed "burlesque".

Which makes the more money for you?

"WOES OF A WOMAN"

It's A
LYONS-MORAN
Star Comedy

Universal Holiday Season
Specially Selected Pictures



YOUR UNIVERSAL EXCHANGE

The FASTEST BOOKING SERIAL ON THE WORLD'S MARKET

EILEEN SEDGWICK

Bob Reeves

Cleo Madison

as the Mystery Woman

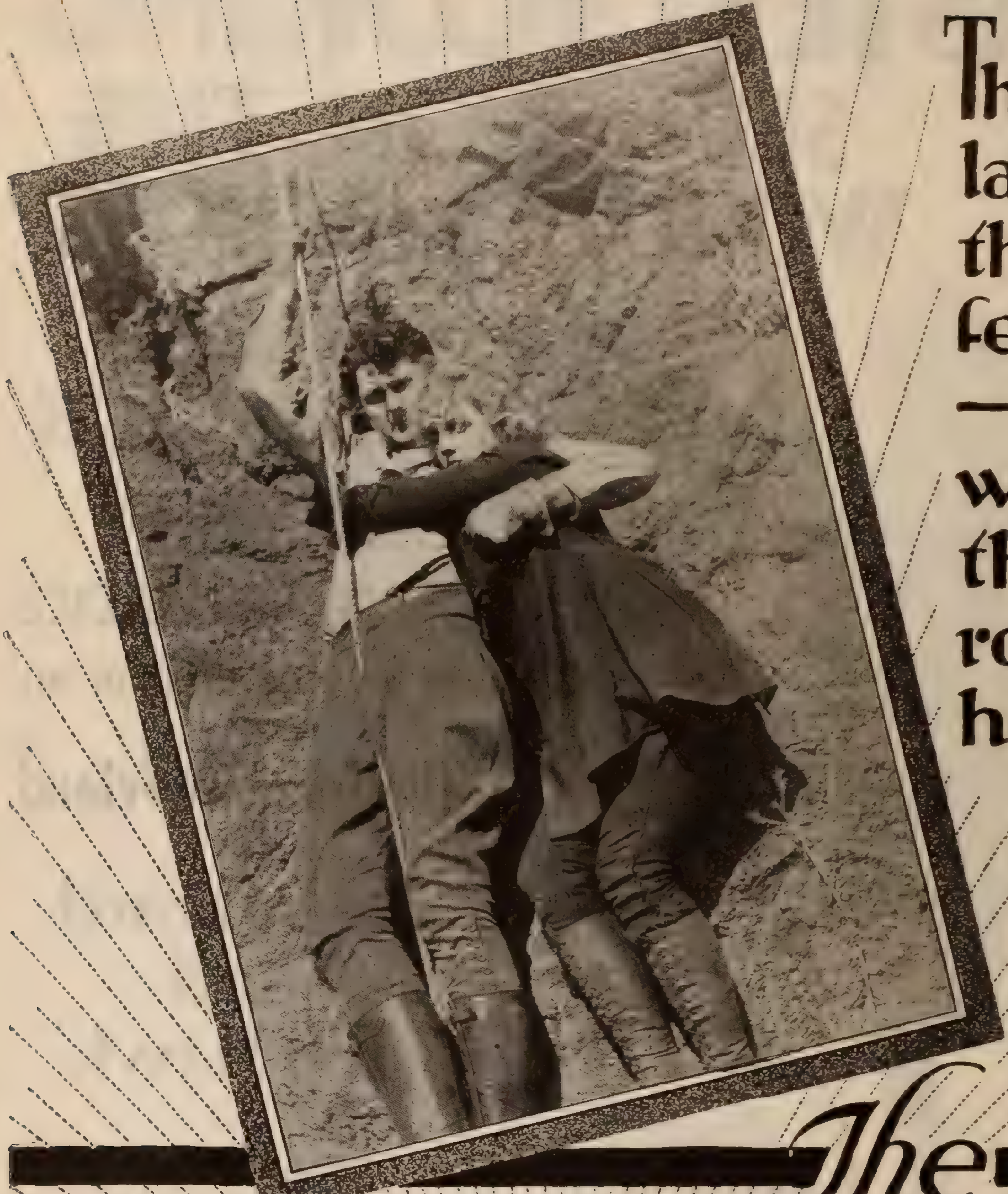
"The Unknown Friend"

"The Buzzard" and "The Hawk"

DIRECTED BY
Robt. F. Hill

THE GREAT RADIUM MYSTERY

Released
thru
UNIVERSAL



The radium lay a thousand feet below —But would the frail rope hold ?

The GREAT RADIUM MYSTERY

Eileen Sedgwick
Cleo Madison
Bob Reeves
DIRECTION
Robt. F. Hill

Released thru
UNIVERSAL

Gloria finds that the Mystery Man is really a woman —and pleads for her life

The GREAT RADIUM MYSTERY

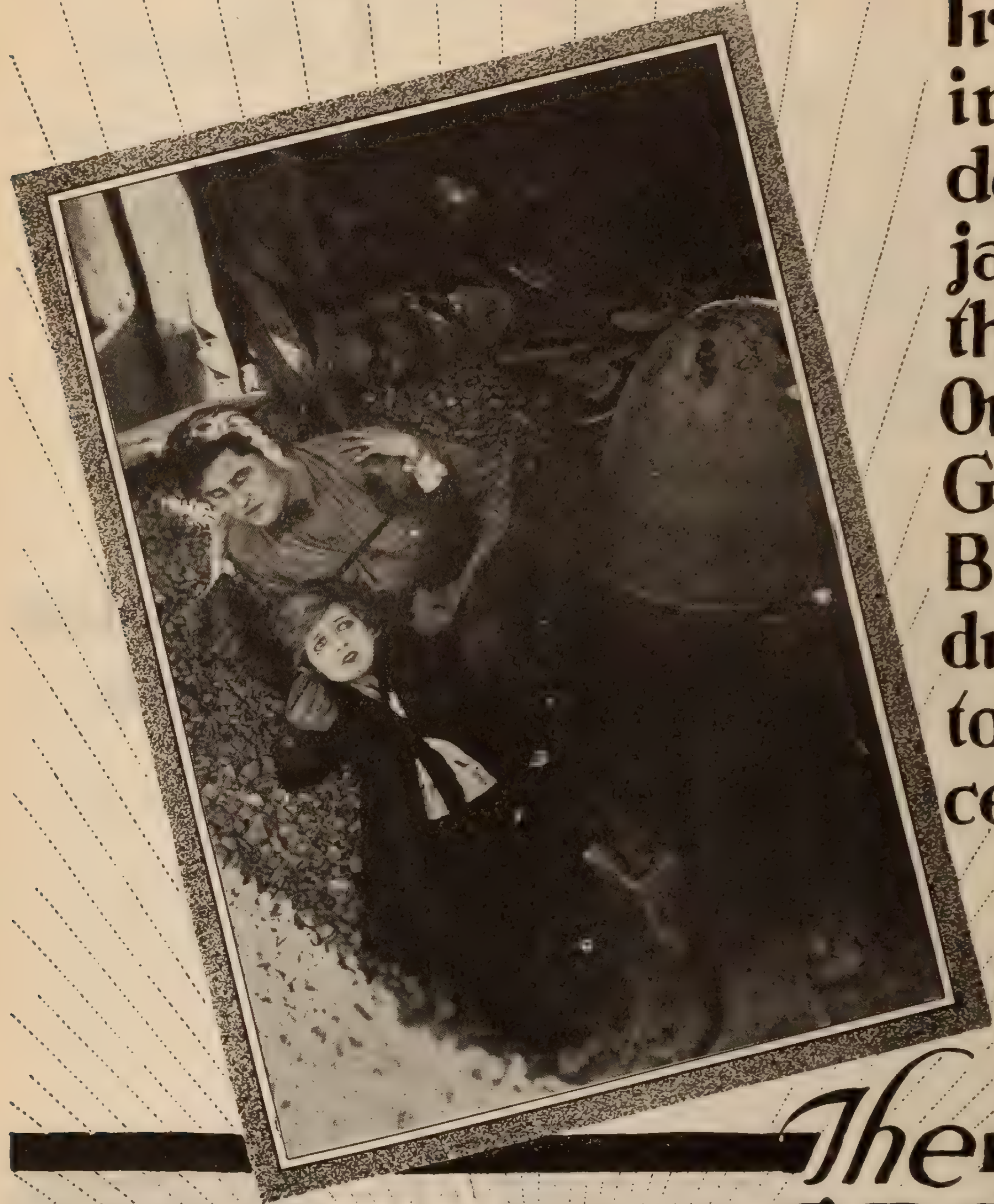
Eileen Sedgwick

Cleo Madison

Bob Reeves

DIRECTION
Robt. F. Hill

Released thru
UNIVERSAL

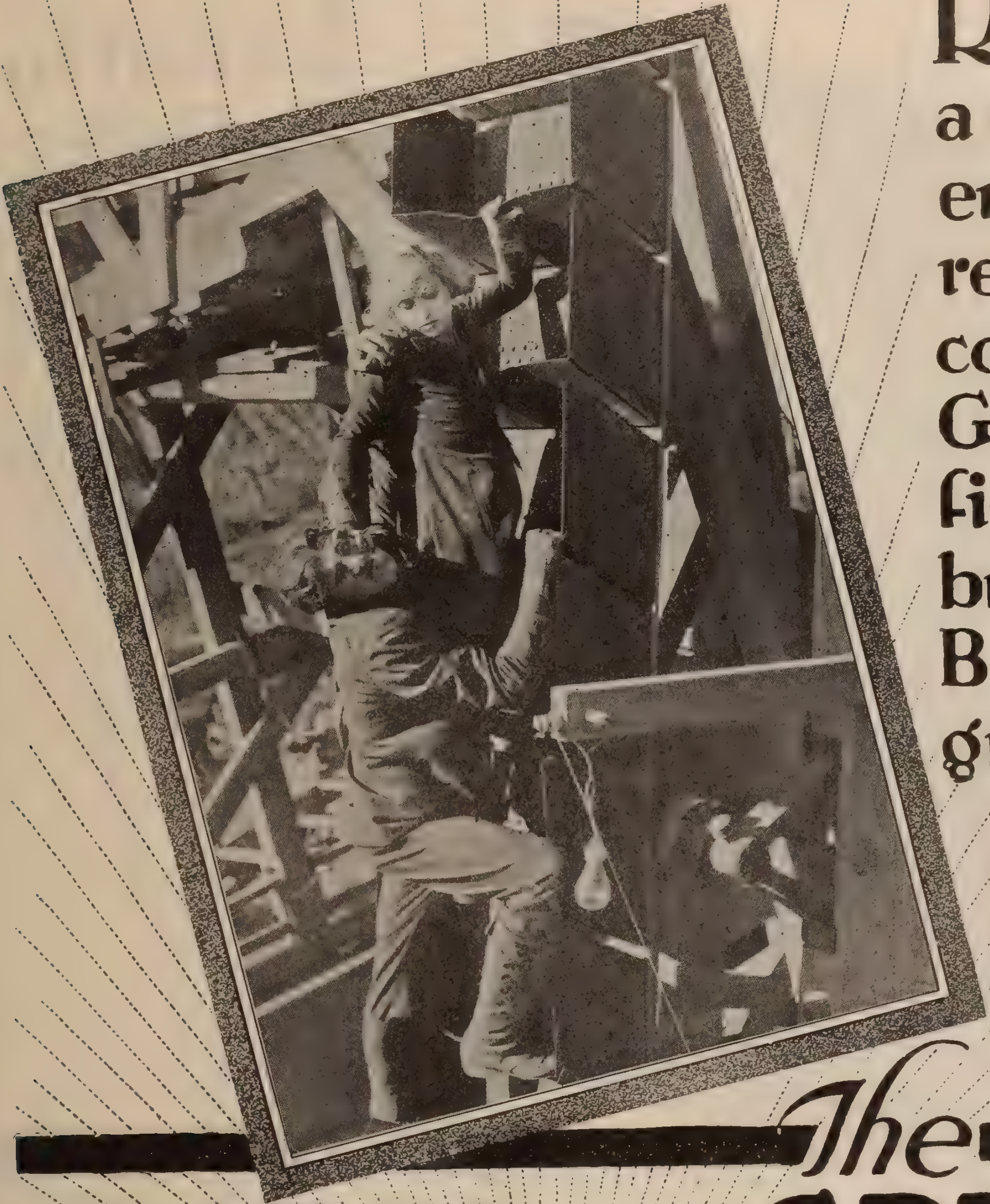


Trapped in the devouring jaws of the great Ore-crusher Gloria and Bob are dragged down to almost certain death

The GREAT RADIUM MYSTERY

Eileen Sedgwick
Cleo Madison
Bob Reeves
DIRECTION
Robt. F. Hill

Released thru UNIVERSAL

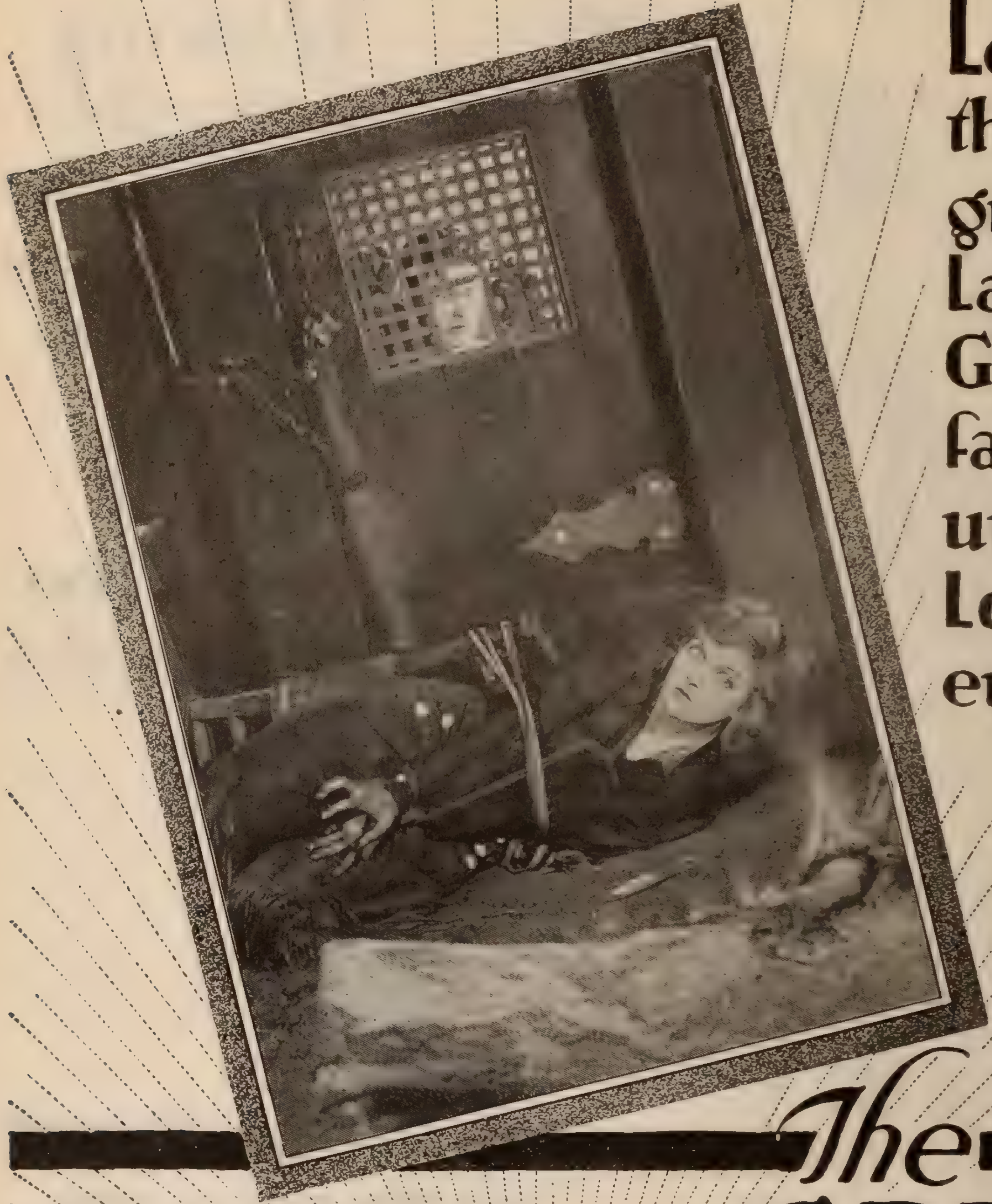


Risking
a terrible
end on the
remorseless
conveyor
Gloria
fights to
break the
Buzzard's
grip

The GREAT RADIUM MYSTERY

Eileen Sedgwick
Cleo Madison
Bob Reeves
DIRECTION
Robt. F. Hill

Released
thru
UNIVERSAL

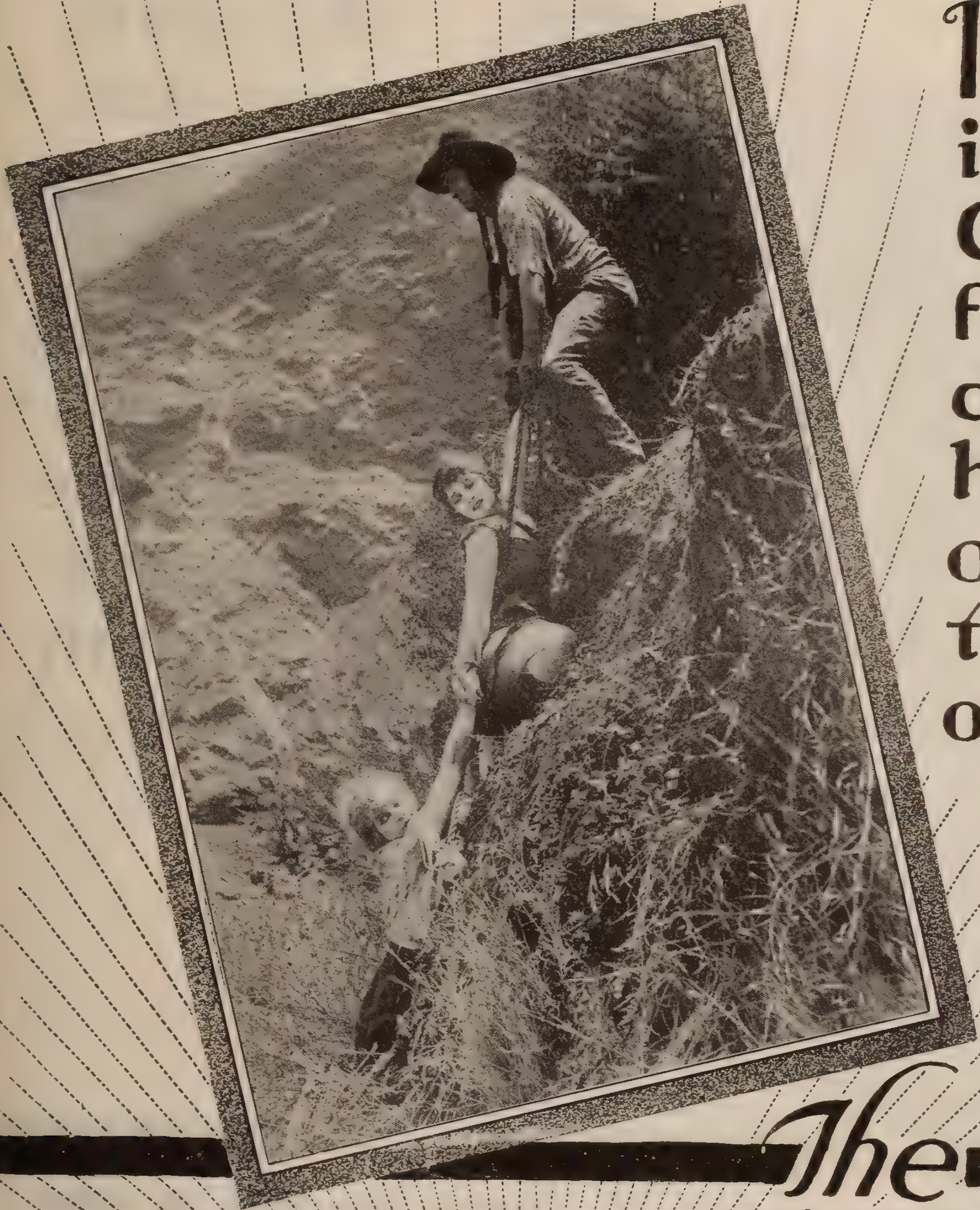


Locked in the Underground Laboratory Gloria faces death under her Lover's eyes

The GREAT RADIUM MYSTERY

Eileen Sedgwick
Cleo Madison
Bob Reeves
DIRECTION
Robt. F. Hill

Released thru
UNIVERSAL



Inch by inch Gloria's friends draw her up out of the jaws of death

The GREAT RADIUM MYSTERY

Eileen Sedgwick
Cleo Madison
Bob Reeves
DIRECTION
Robt. F. Hill

Released thru UNIVERSAL

In terror
she sees
the fatal
Spark
leap from
the devil-
machine
towards
the man
she loves

The GREAT RADIUM MYSTERY

Eileen Sedgwick
Cleo Madison
Bob Reeves
DIRECTION
Robt. F. Hill

Released
thru
UNIVERSAL

"THE MIDNIGHT MAN"

Episode 16.
"DASHED ON THE ROCKS."

CAST.

Jim Stevens	James J. Corbett
Nell Morgan	Kathleen O'Connor
Morgan	Joe Girad
Arnold	Joe Singleton
Gilmore	Frank Jonasson
Pietro	Sam Polo
Spike	Noble Johnson

GILMORE halts the dynamo fly wheel to give The Midnight Man a chance to hand over the ring. This the latter does but as Gilmore and Morgan eagerly step forward to take the star and crescent seal The Midnight Man clenches his fist and strikes. Pietro tries to block the escape but he dashes him to the ground while the dynamo tender covers his retreat.

Morgan figures the game is up. He is on the outs with Spike Gavin and determines to leave the country with his undivided swag. He sends a clerk to book passage overseas. But before leaving Morgan wants to revenge himself on Jim Stevens (The Midnight Man). He phones Steve Arnold, the detective, that Jim is on his way to Gilmore's. Gilmore is out when the mysterious man arrives. Arnold telephones Gilmore but Jim answers the phone. Recognizing Arnold's voice he disguises his own and tells the detective he has The Midnight Man in his rooms. Arnold and another detective leave post haste for Gilmore's and on arriving, find The Midnight Man casually smoking.

"Hands up! cries Arnold. But Jim silently presses a button and the trap that Gilmore originally set for him cages the detectives.

Spike, calling on Morgan, is bound. He hears Morgan telephone for a yacht to meet him at Loma Point. Nell packs to leave with her parent. She leaves instructions to the maid to advise Jim Stevens where she is going and that she will wireless him from the yacht.

Spike escapes and goes to Riley's where he gets one of his gangsters and they depart for Loma Point.

Jim reaches the deserted fishing village after receiving Nell's message and acting on a "hunch" he disguises himself as a native.

He meets Nell and discloses his identity and is discovered by Morgan who joins forces with Spike to put Jim out of the way and capture his ring. Jim is waylaid while he is in the lighthouse tower. The keeper and his daughter are asleep. There is a terrific fight in the tower with Jim at a disadvantage. The fight is carried to the coping of the tower. Morgan ultimately clubs Jim who slips over the edge and falls downward to the sea and rocks a hundred feet below.

"The Great Radium Mystery"

Episode 9.
"THE ROARING VOLCANO."

CAST.

Ivis Pemberton (The Countess Nada)	Cleo Madison
Gloria Marston	Eileen Sedgwick
Frank Bird	Edwin J. Brady
Jack Turner	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Hawk	Robert Gray
The Rat	Gordon MacGregor

BOB rescues Gloria from the wreckage of the hut. The Buzzard finds Nada suffering from nervous shock and fright, but uninjured as the rock had passed beyond her. He carries her to his bunk house and there restores her to consciousness with the aid of a squaw.

Upon seeing Bob and Gloria still alive and learning from one of his henchmen that the radium was in her possession at the time of their accident in the shack, the Buzzard sends the Dove with two men to masquerade as friends and assist Bob and Gloria to a place of safety. Bob and Gloria despite Gloria's suspicions, are conducted by the henchmen to the bunk house adjoining. Gloria is furnished with some men's clothes to replace her tatteered dress, and Bob's wounds are dressed by the seemingly friendly cowmen.

The Dove in the meantime tells the Buzzard to get the radium which is in Gloria's possession, and to do so, one of his henchmen tries to take it from Gloria by force. A fight ensues in which Gloria evades her tormentor and gets away.

Nada overhears the Buzzard sending off one of his men to capture Gloria under the mask of the Mystery Man. Nada intercepts the man and taking his outfit, secures the radium from Gloria. Meanwhile, Bob has been attacked by the Buzzard and a fight takes place in which the keys are found by Nada. With these in her possession and with the Buzzard's eyes on her, she starts towards the town to deposit the radium in the vault with the banker. The Buzzard pursues her, and with his men captures Gloria and Bob and suspends them over a smoldering volcano while others of the Buzzard's crew pursue Nada. Nada gets safely away but sees the predicament into which the Buzzard has placed Gloria and Bob and goes to their rescue.

"WOES OF A WOMAN."

Lyons-Moran One Reel Star Comedy.

CAST.

Husband	Eddie Lyons
Wife	Mildred Moore
The Friend	Lee Moran
His Sweetheart	Charlotte Merriam
Wife's Uncle	Fred Kelsey

EDDIE and Mildred are the proud parents of a six months old baby. Their friend, Lee, who has been proposing to his girl for the past three years finally gets word that she will accept him, and when he makes a call armed with the license he secured three years ago, she again disappoints him. Lee is terribly dejected and immediately calls upon Eddie and his wife. He tells them that he will leave the country forever, and is about to tear up the license when Eddie tells him that he might come back and promises to keep the license for him.

Eddie and his wife receive a telegram that his wife's uncle is coming down from Alaska and is expected the day the telegram arrives. As Mildred was never to marry until she became of age, she is compelled to have Eddie act as a friend and together they arrange the license with Lee's girl's name on it, and put Mildred's name, so that she can still look after the baby. When uncle arrives he is informed that Lee is her husband and has deserted her. Uncle promises sure death to Lee.

Lee armed with a ticket to South Africa decides to say good-by to his girl and she realizing he really intends to go, accepts him. Lee immediately takes his sweetheart to Eddie's for the license. Uncle with his family of Colts rides Lee around the house until Eddie steps forth and makes a clean breast of the whole affair.

THE BEST-DRESSED SERIAL EVER SCREENED

"IT is the CROWNING ACHIEVEMENT in Serial filming. After seeing three of the episodes I booked "The Midnight Man" in all our five towns.

"In my opinion no other man in the sporting world or on the stage has been so universally admired and loved as JAMES J. CORBETT.

"Undoubtedly this is the GREATEST SERIAL OF THE AGE."

M. MERLIN DAVIS,
General Manager,
Ansonia Amusements Co.,
Butte, Mont.

JAMES J. CORBETT

IN

"THE MIDNIGHT MAN"

UNIVERSAL

"THE LONE HAND."

2 Reel Western Drama.

CAST.

Janie Lee	Josephine Hill
Her Father	Frank MacQuarrie
Jeffrey Halley	Hoot Gibson
Sheriff	Charles Brindley

THE pay-roll for the world's biggest mine is conveyed each month by stage up the winding mountain trail to the mines, and on one occasion has been successfully held up by mysterious "white-riders."

Sheriff Hatch and his posse are supposed to be on the trail of the hold-up men, but Sheriff Hatch is more interested in Janie Lee, the pretty daughter of old Jud Lee.

As a trap for the bandits, the stage makes its trip on the usual day, but without its gold-shipment. Sure enough it is held up, and this time apparently by the old gang and independently by a masked stranger.

Cheated of any loot, the bandits scatter but the independent raider is closely trailed by Hatch from whom he escapes by taking refuge in Janie's old wagon as she is bringing supplies up to her father's cabin. He forces the girl, by a threat to shoot the sheriff on sight, to keep quiet and Hatch, deceived by Janie's assurance that she has seen nobody on the trail, rides off. Jeff, the masked bandit, comes out of his hide-away and makes himself most agreeable to Janie. He tells her that his name is Jeff Holley and that he aims to see her again. He is as good as his word, and after a meeting and an encounter with the sheriff in the saloon, Jeff rides to the cabin to see Janie. Here he encounters old Jud and Hatch and later in the saloon, the sheriff on the strength of a big chance evidence, arrests Jeff as the bandit. He is jailed and the sheriff and Jud start popular feeling towards a lynching. The mob break into the jail, but Jeff, aided by Rogers, the mine manager, has escaped.

The real shipment of gold for the pay-roll goes up next day. It is again help up by the white-riders, but this time the raiders are trapped through the agency of one of their own number. They are unmasked and we find that Sheriff Hatch is the leader of the gang and that Jeff, who rode with the band in place of old Judd, after he had captured Jud in his cabin and taken his disguise from him, is really Jeffrey Holley, a detective, employed by Rogers and sent by Buzzard's Agency to rout out the bandits. Jeff and Janie are happily brought together and the bandits go to jail.

UNIVERSAL CURRENT EVENTS

No. 47.

Strike of Soft Coal Miners Brings Rush in Anthracite Field.—Wilkes-barre, Pa.

Sub-Titles.—More than one million tons are produced yearly by this mine. This mine produces ten tons of water to every ton of coal. At the coal breakers. Loading canal barges from coal pockets. Weighing coal by measuring disbursement of water in lock scales. Canal and rail race to seaport and factory cities.

Fingers of Light.—Solitary watchers on bleak and rocky coast guide safely to port the ships that pass in the night.

Sub-Titles.—A skipper's error—but the buoy of the United States Lighthouse Service was there to warn him. Refilling a gas light buoy. Only when supplies are needed does the lonely lighthouse keeper hear of events in the outer world. Faithful Scotland light ship—in service since before the Civil War—the guiding light for scores of World War transports and their precious cargoes.

In the Public Eye.—Carter Glass, Secretary of the Treasury, newly appointed to the United States Senate. —*Washington, D. C.*

Honor Hero Dead.—Wreaths are laid upon the Citroy Monument.—*San Francisco, Cal.*

Pink Lemonade.—Boys of the A. E. F. enjoy the Knights of Columbus circus.—*Paris, France.*

Sub-Titles.—A side show that was appreciated. A tough bird from Australia who knows how to fight. Looping the loop. But it isn't quite as easy as it looks.

Reject Peace Treaty.—Leading figures in the Senate parliamentary battle that resulted in the temporary death of the Versailles Covenant.—*Washington, D. C.*

Sub-Titles.—Senator Lodge, of Massachusetts, whose resolution of ratification of the treaty (with reservations) was defeated by a vote of 51 to 41. Senator Sherman, of Illinois, who urged the defeat of the treaty, with or without reservations, as a "vicious instrument." Senator Borah, of Idaho, who demanded the rejection of the treaty, denouncing the "powerful propaganda for the destruction of Washington's policy of non-interference in Europe's brawls." Woodrow Wilson—whose plans for the prompt ratification of the Peace Treaty have been temporarily upset by the action of the Senate.

The Blue and the Gray.—Boys in khaki visit scenes of Civil War's famous battle above the clouds.—*Lookout Mountain, Tenn.*

Prince of Wales Visits West Point.

HEARST NEWS

No. 48.

French Marshals Pay Tribute to Hero Dead of War.—Paris, France.

Sub-Titles.—"Papa" Joffre, General Foch and President Poincare attend memorial services at the Pantheon. The army of the living pay tribute to the army of the dead. Services at the American Cemetery at Suresnes in honor of the valiant Yanks who lie there. As Nature's fleecy mantle falls upon the graves the Mayor of Suresnes pledges his people's eternal gratitude to America.

Suspect Prison Plot in Hundred Thousand Dollar Fire at Sing Sing.—Ossining, N. Y.

Over the Jumps!—Society folk hold first horse show since 1914.—*Berlin, Germany.*

Sub-Title.—Kicking over the traces!

Hold Alleged Leaders of I. W. W. in Parade Shooting Case.—Centralia, Wash.

Sub-Titles.—Britt Smith, one of the eight prisoners charged with complicity in the slaying of ex-service men. T. C. Morgan, another alleged I. W. W. radical. Roy Becker, another alleged I. W. W. member. Bert Faulkner—whom the police assert is an extreme radical of the I. W. W. brood. Sheriff Berry—involuntary host to a choice collection of unwelcome guests.

An Aerial Joy Ride.—Trying out the new Farman pleasure plane at Roosevelt Field.—*Mineola, L. I.*

Sub-Title.—Ship ahoy! Scenes from the air made by courtesy of the Curtiss Aeroplane Co.

First War Baby!—John Pershing Stanton—whose doughboy daddy married in France—has unique distinction. —*Chicago, Ill.*

Sub-Title.—John Pershing has a voluntary nurse all his own.

Prince of Wales Bids America Farewell; Sails for Home.—New York City.

Sub-Titles.—One of the British heir's last acts is the laying of a wreath upon the grave of Theodore Roosevelt. Leaving American soil for the last time. Britain's sailor and soldier prince poses for the International camera on the deck of the "Renown." The Chief of the British Bulldog. A salute is fired from the shore as the "Renown" moves slowly down the Hudson with H. R. H. the Prince of Wales as principal passenger.

Thousands See Yale Lose to Harvard on Gridiron.—Cambridge, Mass. (Omitted from Boston Prints.)

Sub-Titles.—The kick off. Getting a birdeye view of the game.

"Indoor Sports" Cartoon by "Tad." —"The Father's Son."

The Breeziest Westerns ever Screened—

"DARING, adventurous and attractive, Marie Walcamp is in a class by herself. Action is the keynote of these two-reelers, and they are distinguished from the average Western by their splendid scenic effects and the unique character of their plots. Plot novelty is a thing that has long been needed in this type of story, and it is in evidence here."

M. P. World.

Dashing

Marie Walcamp

'The Girl who knows no Fear'

in the famous

SPUR and SADDLE SERIES

WHIRLWINDS IN 2-REELS

YOUR UNIVERSAL EXCHANGE

Want a tip?

"Want a tip?" says
that sure-fire screen
critic ROB REEL of
the Chicago American.
He simply crystallizes
the reports of all the
other critics when he
says — GO SEE

Mary MacLaren

In the delightful, chuckling Comedy Drama

"BONNIE, BONNIE LASSIE"

SUPPORTED BY THAT TALENTED CHARACTER ARTIST

SPOTTISWOODE AITKEN

Take the Tip. See it Now at your Universal Exchange

UNIVERSAL SPECIAL ATTRACTION

"So long as it's a Dean".

wrote Manager Hostenan of Blackwell, Okla. "We want another Dean picture. We don't care what the title is so long as it's a DEAN."

This, mark you, was when Priscilla Dean had appeared in only three of her six marvelous successes.

Requests like this are exactly the reason why Priscilla Dean is soon to come to you in a Special Series of DEAN super-productions, the very finest that the Art can create today.

Get your people ready for the new series by playing every one of the six DEAN winners you have overlooked. You will not only make money NOW—you'll ensure a big clean-up for your theatre on the new series.

Priscilla Dean

IN THESE SURE FIRE TRIUMPHS

"KISS OR KILL"
"PRETTY SMOOTH"
"The WILDCAT OF PARIS"
"The WICKED DARLING"
"The SILK-LINED BURGLAR"
"The EXQUISITE THIEF"

EVERY ONE A UNIVERSAL SPECIAL ATTRACTION

The MOV ICTURE
VEEKLY

VOL 9 NO 17
Dec. 13, 1919

HARRY CAREY

IN

"A GUN FIGHTIN' GENTLEMAN"

A BIG MONEY 12 PRODUCTION

She finds the new tenant is a loot-enant!

"The kind of comedy-drama that rivets attention—rich in humor, well-acted, skillfully directed, plenty of heart-interest, and human appeal. —A Splendid Drama"

Ex. Trade Review

"UNDER SUSPICION"

featuring

ORA CAREW

and **FORREST STANLEY**

UNIVERSAL SPECIAL ATTRACTION

Universal Holiday Season
Specially Selected Pictures

Hitch Your wagon to this Star

"KISS OR KILL"
"The WILDCAT of PARIS"
"A SILK-LINED BURGLAR"
"The WICKED DARLING"
"PRETTY SMOOTH"
"The EXQUISITE THIEF"

ADVERTISE HER COMING NEW SUPER-PRODUCTIONS BY PLAYING ALL HER RECENT TRIUMPHS YOU HAVE NOT YET SHOWN

PRISCILLA DEAN

Every one a UNIVERSAL Special Attraction

ROARING CLOSER

18
EPISODES
of the
STRANGEST
CHARACTER
ever
SCREENED

18
WEEKS
of
THRILLS
THRILLS
THRILLS

THE difference between a Universal Serial and the ordinary Chapter Play is the difference between an express train and a local—between a perfectly assembled chair car and a rattletrap "side-door Pullman."

"THE

Played by an
ALL-STAR CAST
including

Kathleen O'Connor
Jack Perrin
Leonard Clapham
Gertrude Astor
Jim Farley
Henry Barrows
J. Barney Sherry

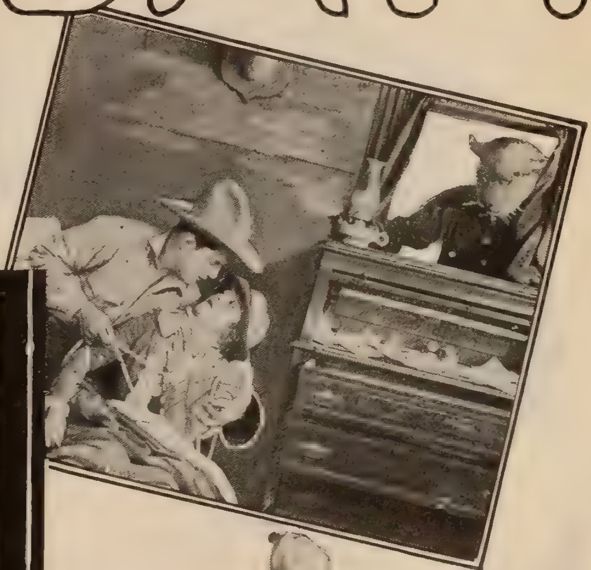
and

A Host of Talented Universal Players

Your Big
Help-Book is
On the Way

UNIVERSAL

EVERY DAY!



If you don't yet know the money there is for you in a Universal Serial you will become your own best friend by investigating this business of making money every week for eighteen weeks. Do this now—today

LION MAN"

Directed by
AL RUSSELL

PICTURES

A Capitol (N.Y.) Attraction

DOROTHY PHILLIPS

The Dazzling Star of "The Heart of Humanity"— "Destiny" and "The Right to Happiness"

— IN —

"PAID IN ADVANCE"

James Oliver Curwood's Greatest Drama of Alaska

Directed by
ALLEN HOLUBAR

UNIVERSAL JEWEL PRODUCTION

Marie Walcamp Captures Japan

Universal Serial Star on first visit to Orient amazed at the greeting accorded to her in Tokyo. New serial being made in wonderful settings.

WHILE the Universal is wrestling with the arduous task of selecting a proper title for Marie Walcamp's serial which is now called "The Petals of Lao-Tze," Miss Walcamp, Henry McRae and a large company are working just as hard in Japan to make this serial the best that the Universal has ever released.

Eight weeks ago, a company of eighteen persons, and a huge equipment of baggage consisting of raw stock, chemicals for use in the developing laboratory, electrical equipment of all kinds, costumes and other hand baggage, shipped from Seattle on the Steamer "Suwa Maru" for Yokahama. The first photographs and letters have just been received in New York giving visual evidence of the enthusiastic reception of the company of which the Universal had only heard through meagre cablegrams. From all accounts Tokio has gone crazy about Marie Walcamp and Miss Walcamp has gone equally crazy about Tokio. To both Miss Walcamp and Mr. McRae a trip to the Orient has been a treat which they have had in anticipation for three years. Both are enjoying the experience to the full and the realization is ever so much more glorious than the anticipation.

Miss Walcamp is the idol of the movie fans of Japan and has been for years. Her serials have been extremely popular in Japan, exhibitors fighting for the exclusive privilege of showing them because they were certain of packed houses during the entire run. "The Red Glove" is raging over Japan like an epidemic at the present time and Tom Cochrane, manager of the Universal's Oriental Office has wired the Home Office for more prints on this and every subsequent Walcamp serial. Incidentally, Mr. Cochrane had made ample provision for entertaining and receiving the Walcamp Company. All he had to do was to inform theatre owners that Miss Walcamp would be in town and would graciously permit herself to be invited to appear in several theatres. Immediately a mania for Marie Walcamp and all of her films threatened to swamp Mr. Cochrane's office. The papers were full of advertisements announcing Miss Walcamp's appearance without dates, and the result was that huge parties journeyed to Yokohama to meet the vessel when it came in, and men, women and children of all ages, sizes and stations in life banzaied their lungs out in riotous welcome. Incidentally, the same movie—struck crowds impeded Miss Walcamp's movements in every attempt she made to go anywhere, and Mr. McRae had to allow her from one-half to a whole hour leeway in keeping any appointment he made for her appearance at a theatre or on location.

Marie Walcamp and Otto Lederer acting a scene for a Japanese audience in the Komparu Kan Theatre. Note the stocking feet.

Miss Fried, in a letter to Mr. Laemmle, said:

"Miss Walcamp has not been alone since she set foot on Japanese soil. There is never a moment when she is on the street either in a rikshaw or a car that she isn't surrounded by hordes of people craning their necks to get just a glimpse of their favorite serial star. All of her appearances at the theatres are attended by thousands and thousands of people, many of whom cannot get inside the theatre but stand outside and block the street for many squares awaiting her arrival. It always takes her more than half an hour to wedge her way through these crowds. The people stand around her hotel like pilgrims visiting a sacred shrine, and all of the Japanese papers are full of stories about her and photographs of her. Mr. Cochrane has prepared the way for us splendidly. The theatre owners entertained the company lavishly, and geisha parties in honor of Miss Walcamp are becoming so common that they scarcely interest us any more. I had a flashlight of one taken the other night, however, which is quite interesting, and I am sending it to you. Please don't get me mixed up with the Japanese girls. In this picture beside Mr. Lederer you will see one of the most famous of Japanese actresses, Kazu Mori. She has taken a great fancy for Miss Walcamp, and Mr. McRae has arranged for her to take part in one of the scenes of the serial. Cordially,

"Eleanor L. Fried."

Of course, the primary object of the company in Japan was to film a serial, but the theatre appearances, etc., took up a great deal of time the first few weeks, and in addition to that bad weather set the company back about two weeks, but this time was put to excellent use by the theatres, who reaped a rich harvest from Miss Walcamp's appearances. After the comical accounts of theatres as they are in Japan by Homer Croy and other humorous observers of the Orient, it may be a surprise to know that there are many theatres in Japan which would do credit to Broadway. Ginza Street, which is the Rialto of Tokio, is lined with beautiful theatres, of which the Komparu Kan Theatre is a fair example. A reproduction of it will be found on page eight. It is a 2,500-seat house with the most modern architecture, seating arrangement, ventilation, screen, booths and projection. It is managed by Mr. S. Mitsuhashi, who claims that his theatre had the honor of introducing the Universal product in Tokio. Mr. Mitsuhashi wrote a letter to Mr. Laemmle telling him all about it, and it is so emblematical of the oriental idea of our language and the courtesies of such an occasion that we are reproducing it here in full.

"Mr. Carle Laemmle, President, The
Universal Film Mfg. Co., 1600
Broadway, New York City, U. S. A.

"Dear Sir:

"We feel great satisfaction in advising that in our country, Japan, the

(Continued on next page.)

Henry McRae, Miss Walcamp and the interpreter in front of the Komparu Kan Theatre, Tokyo.

motion picture has received such recognition as the foundation of many theatres showing feature films especially.

"We feel also honor to introduce the existence of the Komparu Theatre, which is standing at the Ginza Street, so called the Broadway of Tokio, showing your productions only, with a great many customers, with best musics, etc.

"It has passed many years since your films have imported, and now your pictures are appreciated so much. The theatre which introduced your films is no other than this Theatre Komparu, or Golden Spring. We are very happy that all your stars have much popularities in this world. We are doing our best to make far more prosperity of your company in Nippon.

"Miss Marie Walcamp has appeared in Japan. How had she had been welcomed is hard to say, but you will hear from her own lips in near future. Indeed, all cinema fans waved their flags at the harbor of Yokohama, then the parties are made every day and night. It is the desire of Nipponese to welcome your stars in here gradually, and we hope you would kindly tell your stars that going across to Japan means much popularity and prosperity.

"We are herewith enclosing the Japanese letter of congratulation (not enclosed) and a collection of pictures which are taken at the entrance of this theatre and a few programs of the same, and we hope you will kindly publish them in your periodical, the Moving Picture Weekly.

"Thanking you for your kind consideration shown on this letter, we are most faithfully yours,

"THE KOMPARU THEATRE.
"By S. Mitsuhashi,
"Managing Director."

But with all of the entertaining and theatre appearances, Miss Walcamp has found time to take three full episodes of the serial, and they are now on the way to this country. Mr. McRae has selected as backgrounds for his scenes in these episodes many of Tokio's prominent streets and imposing buildings as well as its parks and temples. One scene was filmed in Oskasa Park on one of the most fashionable streets in Tokio, and in spite of the fact that the police had promised "ample protection," a crowd of almost 10,000 people packed the actors and the cameraman in like sardines in a tin can. Mr. McRae got so desperate that he allowed the announcement to go out that he was to be in a certain part of the city, and then at the last moment he conveniently changed his plan and swooped down like a hawk on a choice background, filmed the action in front of it in a hurry and bore away the exposed negative in triumph before the pack discovered their presence.

One of these excursions was made to Kamakura, one of the beautiful suburbs of Tokio. They stopped for lunch at the Kamakura Kaihim Hotel, got into their car by the back door and made a circuitous route to one of the famous shrines of Japan. It is renowned for its huge bronze image of Buddha called the Daibutsu. It is the largest and most celebrated image of its kind in all of Japan. Miss Walcamp and Mr. Lederer had a scene in front of this statue, and while they were rehearsing it an old pilgrim approached them and through the interpreter warned Miss Walcamp that unless she wore the costume of the pilgrim her prayer would not be answered. This kind-hearted old man had no idea that he was talking to an actress but thought Miss Walcamp was a piously inclined foreigner offer-

Scene in interior of Komparu Kan Theatre, Miss Walcamp appearing in person.

ing up her prayer to Buddha as thousands and thousands had done before her. In the kindness of his heart he offered to change clothes with her so as to avoid the sacrilege which he felt she was about to commit. Mr. McRae and Mr. Hively got busy with the story while Miss Walcamp was changing clothes with the pilgrim, and so arranged the story to fit the costume, and the scene in front of this shrine was filmed for the second episode of the serial.

When she returned the garments to him the old pilgrim thanked her profusely for her willingness to make this necessary concession to the religious custom of Japan. Mr. McRae thanked him for injecting a realism which the author had not thought of.

"The Petals of Lao-Tze" was written by J. Allen Dunn, the noted California author and one of the most prolific contributors to all adventure magazines. The action takes place in Japan, China, the Philippines, India, Siberia and the United States. The foreign scenes are being taken first, and Japan is the first country to be visited. The story is eminently fitted for Miss Walcamp and gives this daring girl a wonderful opportunity to exhibit the intrepidity for which she has become famous.

Supporting Miss Walcamp are Harland Tucker, former leading man for the Oliver Morosco Stock Company and one of the matinee idols of Los Angeles; Otto Lederer, a case-hardened villain who has committed his villainies in any number of companies and countries; Wadsworth Harris, a sterling actor and a Universal standby; he is also an accomplished villain.

A comedy four which is famous throughout Japan. Miss Walcamp enjoyed them immensely.

Henry McRae has directed many Universal successes, and his faculty of including action in the film as he makes it will come in handy in the present instance. For if Mr. McRae sees a characteristic scene which will fit into the action he will of course shoot it. If he sees a bit that is striking and remarkable, but has nothing to do with the serial, he will change the serial to include the new scene. He has already, in the three weeks that he has been in Japan, had occasion to take this advantage of the wonderful settings which abound in the Flowery Kingdom, and he realizes better than ever before that circumstances alter cases. The greatest trouble he has had has been with the enthusiastic and ever-present-to-suffocation crowds which follow Miss Walcamp everywhere she goes, and which no amount of police protection can disperse. In fact, the police seem, if anything, to be in the forefront of the picture and the biggest close-up hounds which the cameraman has ever seen.

Thomas Gubbins is Mr. McRae's assistant and also acts as interpreter, for he is the only member of the party who can converse in Japanese. Mr. McRae is not the only member of the company who has been in need of Mr. Gubbins's expert services. The whole company wants him most of the time, and he is indispensable at all of the Geisha parties and the intimate interviews and shopping expeditions. George Hively, who has provided Harry Carey with several of his best vehicles, is writing the continuity and providing the incidental story under Mr. McRae's direction. Miss Eleanor Fried is business manager and film editor, and she is at her wits' end most of the time to obtain proper places to develop the negative, so that they may be certain that they have just what they want before they move on to another location. Joe Waddell, who accounted for two German planes while he was an aviator in

(Continued on next page.)

The Komparu Theatre orchestra assembled in the lobby to greet Miss Walcamp

The Komparu Kan Theatre in Tokyo, one of the best in the Orient. It was running "The Red Glove" when the Walcamp company was in Tokyo. Note "The Red Glove" poster. This theatre stands on Ginza St., the Broadway of Tokyo. In English the name is Golden Spring. S. Mitsuhashi is the manager and proprietor.

Italy, is the cameraman, and he is making a honeymoon trip of it by taking his bride of a few weeks on the trip with him. Earl H. Hinds, expert developer; Charles Monroe, electrician; Stockton Quincy, property man, and Eddie Bernoudy complete the technical staff. In the baggage is a fully equipped laboratory, with drying drums, film tanks and printing machine and all of the developer needed to develop two hundred thousand feet of film.

There were several incidents on the trip which deserve mention in connection with the unfilmed part of this serial. As the special car which brought the company to Seattle to take the boat was pulling into the Portland station, the Presidential special bearing the President of the United States was just pulling out on almost as picturesque and enthusiastic a trip as Miss Walcamp was starting. The two trains stopped on adjoining tracks, and the President shook hands with each of the party and wished them a Godspeed. Each felt that this was a happy augury for the trip.

On the steamer Suwa Maru, which carried the party safely through three severe storms and a near-typhoon, the Walcamp party was the centre of all interest. Besides making several scenes on the deck of the steamer, Miss Walcamp organized a dramatic society for the main saloon. The company consisted of Miss Walcamp, Mr. McRae, Harland Tucker, Otto Lederer, Wadsworth Harris, George Hively, Eddie Bernoudy and Joe Waddell. Through the courtesy of Captain R. Shmidizu, a temporary stage was erected in the dining saloon which was used every night either for rehearsals or for performances. It was very well equipped, too, by Stockton Quincy. All of the proceeds went to the Red Cross and the Sailors' Fund. Before leaving the ship at Yokohama the passengers tendered Miss Walcamp and her party a vote of thanks and a set of resolutions for the pleasure the performances had given them.

Though nothing has been permitted to reach this country in regard to it and though the company is in no danger, Colera is raging in certain parts of Japan and Mr. McRae is anxious to finish the scenes he has scheduled for Japan, and hurry on to China, India and Siberia in each of which countries important parts of the story must be taken. The motif of the story is the search through the Orient for the missing petal of the Loa-Tze flower or the flower of life. An old man has spent years of his life in the pursuit and has found four of them. One has always eluded his eager grasp. It forms an innocent part of a collection of an American gentleman who does not know its value. His daughter becomes mixed up in the story and takes the most interesting part.

Mr. Lederer before the Diabutsh

Flashlight taken at a reception after a personal appearance. Left to right, bottom row, the Americans are Miss Walcamp, Tom Cochrane, manager of the Universal business in Japan; Eleanor Fried and Harland Tucker. Thomas Gubbins is in the second row. Top row, Otto Lederer, Wadsworth Harris, Henry McRae and Eddie Bernoudy.

Service Page for "A Gun Fightin' Gentleman"

AT A GLANCE.

SUBJECT—"A Gun Fightin' Gentleman."

LENGTH—Six Reels.

STAR—Harry Carey.

PREVIOUS HITS—"Roped," "Hell Bent," "Three Mounted Men," "The Man Who Wouldn't Shoot," "The Outcast of Poker Flats," "A Rider of the Law," etc.

DIRECTED BY—Jack Ford.

STORY BY—Harry Carey.

SCENARIO BY—Hal Hoadley.

SUPPORTING CAST — Kathleen O'Connor, Barney Sherry, Harry V. Meter, Lydia Yeamans Titus, Duke R. Lee, Joe Harris, Johnnie Cooke and Ted Brooks.

LOCALE—The west; a metropolitan mansion.

TIME—Today.

THUMB-NAIL THEME—The story of a man who tries to get justice from a millionaire packer and "steals" his daughter's heart.

ADVERTISING PUNCHES

1. The popularity of the star.
2. The circumstances surrounding the writing of the story by the star himself.
2. The presence of Kathleen O'Connor as the leading woman. She is featured with Jas. J. Corbett in "The Midnight Man" and is the star of another forthcoming serial.
4. The ludicrous spectacle of a titled Britisher taking his customary bath in a portable tub on the desert while the leading woman bathes in a rushing mountain stream nearby.
5. The presence in the supporting cast of Barney Sherry, Johnnie Cooke, Harry V. Meter and other widely known players.
6. The directorial accomplishment of Jack Ford.
7. The incident of Cheyenne Harry putting a dinner party of ultra-fastidious guests to shame when they tried to trick him into a breach of etiquette.
8. The incident of Cheyenne returnin in kind the humiliation he suffered at the hand of Mary Merritt.

Story of Harry Carey.

Directed by Jack Ford.

CAST.

John Merritt	Barney Sherry
Mary Merritt	Kathleen O'Connor
Cheyenne Harry	Harry Carey
Earl of Jollywell	Harry V. Meter
Mary's Aunt	Lydia Yeamans Titus
Buck Regan	Duke R. Lee
Seymour	Joe Harris
Old Sheriff	Johnnie Cooke
The Youngster	Ted Brook

THE STORY.

SYSTEMATICALLY cheated by John Merritt, head of a big packing concern, Cheyenne Harry determines to hold his ranch against the efforts of the men who prosper by grabbing land. Failing to scare Cheyenne Harry into relinquishing his land, Merritt sets a trap for him. It is planned to lure Cheyenne to a cliff and push him off. Buck Regan, one of Merritt's "puguglies" is to do the pushing. Harry catches him and kills him in the defense of his own life. Merritt assigns one of his star attorneys to presecute Harry, who pleads his own case and is acquitted, but is unable to prove title to his land and loses it.

Harry goes to the city to settle with Merritt. He finds him holding an elaborate dinner party at his house. Thinking to provide amusement for her guests, Merritt's daughter invites the "uncouth" rancher to the banquet table. His deportment is beyond reproach. The girl begins to take an interest in him in spite of herself. A British Earl is paying devoted attention and has Merritt's support.

Harry, rebuffed, decides to hold up the ranch pay-roll clerk to get back the equivalent of land illegally seized from him. After each hold-up, he sends a receipt to Merritt. The packer, his daughter and the Earl go to the ranch for a hunting trip. To make himself seem brave in the eyes of the girl, the Earl locates the outlaw camp of Harry and engages him to kidnap the girl. The Earl plans to dash in for the rescue and become a hero. The plans do not work out well for Harry kidnaps the girl himself and takes her away to his cabin and keeps her prisoner.

In a gun-fight Harry saves the girl from injury but is himself wounded. She refuses to return to her people until Merritt rights the injustice done Harry. When she does return it is as the "outlaw's" wife.

ADVERTISING DISPLAY LINES

Harry Carey beats a land-grabber at his own game in "A Gun Fightin' Gentleman," his latest Universal Photodrama.

Beautiful Kathleen O'Connor supports Harry Carey in the Universal star's thrilling photodrama, "A Gun Fightin' Gentleman."

Frenzied finance and unruffled love play important parts in "A Gun Fightin' Gentleman," a Harry Carey Photodrama.

Harry Carey, the ace of the saddle, and the screen idol of thousands, is at his best in his latest Universal triumph, "A Gun Fightin' Gentleman."

The famous Harry Carey flying squardon of cowpunchers is seen in support of the star in "A Gun Fightin' Gentleman."

The Earl of Jollywell was a bally rotter, who wanted to pose as a hero; see what "Cheyenne Harry" did to him when he got him out West.

THE MOVING PICTURE WEEKLY

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A Queer Manuscript

The original manuscript for the story of "A Gun Fightin' Gentleman," Harry Carey's newest release, which will be seen at the ——— Theatre ———, is probably the most motley array of scribbled and nondescript literature that ever reached the scenario editor at Universal City. The fact is, the star himself wrote it while on his recent country-wide tour of personal appearances.

The story was written on the backs of railway time-tables, restaurant menus, theatre programs, telegraph blanks and plain wrapping paper, and was forwarded in job lots back to the studios in California. Eugene Mullin, who was at that time scenario editor, saw at once Carey was sending back a real story and this, together with what slight difference was made by the fact that the star himself was doing the writing, caused Mullin to waive the time-honored rule that all manuscript must be written only on one side of the paper.

When Carey returned to Universal City the manuscript was at once put into proper form, with the assistance of Jack Ford, the director, and the result is said to be one of the most perfect Carey pictures ever released. As is well known, play writing is not an experiment with Harry Carey. He made his fame on the speaking stage, appearing in plays from his own pen. Although the star is a New Yorker, born and bred, he is known as one of the most popular players of the "western type."

"The Good Ship Rock 'n Rye

Two-reel Universal Jewel Production.
Featuring Mrs. Joe Martin and Jimmie Adams.

Directed by Fred C. Fishback.

WE'LL call the lady Milt for short because she impersonates a young sailor lad. Milt's captain was a baseball fiend and had to have his ball games on board. For a target he used an ebony head, but the target was held in place by the first mate who had a whip in hand. Milt was a regular jazz baby. He shimmied and jazzed and played his ukelale all day long.

Landing Day arrives and Milt is assigned to tie up the ship at the dock. The captain, as all sailors do, had a sweetheart in every town. In this particular town, Edith Roberts was his sweety. But she had more than one suitor. There were three, four and five hanging around her door at all times, and dad kept his shotgun busy chasing them. She falls in love with a dude and they elope; but little do they know they escape on an enemy's ship. Her sweetheart's rival was no one else but the captain and when he discovers who is on board, the fun begins. The sweetheart is thrown into prison, and the girl is put on K. P. Milt was the chief chef and Edith was made his assistant. While Milt has his back turned, Edith puts some gun-powder in the cake dough, and blows poor Milt to smitherings. She helps her lover to escape and they both jump overboard. They are picked up by a cruiser and the guns are trained on the pirate ship. Tht boat sinks with all the bad men, but Milt manages to escape in a rowboat. He takes off his civvy clothes and swears never to leave the jungle again.

"His Lucky Blunder"

Featuring George Ovey.
Okeh Comedy.

JERRY PECK was celebrating Mrs. Peck's birthday and this occasion was one of the times of the year that he was allowed to become exuberant. For Mrs. Peck had a mania for presents and was extremely indulgent when the time for her birthday rolled around. In his search for the proper present, Jerry ran into the French Kid and the Parisian Butterfly who had just pulled off a fine stroke of business and were preparing to celebrate before leaving the country flat. Jerry was in a mood to meet them halfway and found the Butterfly much to his liking. This disturbed the Kid to such an extent that he challenged Jerry to a duel, and in the disturbance that followed, he found out all that he wanted to know about the pair. Of course it was no job at all for the drunk to sidestep the duel and in the getaway he managed to get back to the Butterfly's apartment.

"You must go, M'sieu,—my husband will be here any meenute—"

"You should worry about your husband," said Jerry, suddenly throwing off his disguise of intoxication, "I'm Go-Get-'Em Peck, the detective, and I want you both."

New Purchases

BEGINNING January 1, Universal announces the production of many of the most elaborate and entertaining photoplays ever made. And this in spite of the fact that the company has just completed its biggest production season. Universal has purchased four new stories from the pens of prominent authors. Mary MacLaren has been chosen as the star in "The Forged Bride," which was written by J. G. Hawks. One of the best works of Francis Holman Day, "The Red Lane" is to be given a screen version. Bayard Veiller, well-known author of "Within the Law" is the author of "Primrose Path," a story which Universal has recently purchase. Clyde Fitch's famous play "The Way of the World" in which Mary Mannering starred on the stage will be purchased.

-sooner or later

every exhibitor books

DOROTHY PHILLIPS

in

Allen Holubar's Masterpiece

"The HEART of HUMANITY"

THE PICTURE
THAT WILL LIVE
FOR EVER

WE sincerely believe that every single exhibitor in the whole United States knows now that he can make a clean-up with "THE HEART OF HUMANITY" no matter what the size of his town. Testimonials from towns as small as 400 population prove this and the fact that it is a so-called "war picture" improves rather lessens its pulling power. "THE HEART OF HUMANITY" is as great in peace as in war simply because it appeals to the emotions as well as the eye. If you haven't yet played it you're overlooking one of the greatest money-makers ever offered the American exhibitor. Show it now—the picture that will live forever.

RELEASED THRU
JEWEL PRODUCTIONS INC.

How about you?

The Woman Who Knows No Fear
MARIE WALCAMP

"Marie Walcamp, daring adventurous and attractive, is almost in a class by herself. Action is always the keynote of the stories in which she appears and this is particularly the case in these two-reel stories. The plots are unique in character. Plot novelty is a thing that has long been needed in this class of a story and it is in evidence here."

M. P. WORLD...

"The RED GLOVE"

INCOMPARABLE as the heroine in this amazing serial with its all enthralling story carrying you with incredible speed and excitement from episode to episode.

"The SPUR AND SADDLE SERIES"

INIMTABLE as Tempest Cody in the best staged and most thrilling, red-blooded Western two-reel dramas ever screened. They measure up like 5 reel features. See one today, then you [illegible] to book them all!

UNIVERSAL MADE

Special Holiday Section

Everybody likes practical Christmas

gifts. You like to give them and your family and friends and patrons are mighty glad to receive them and everybody is happier all around.

Our practical Christmas gift to you

is a list of Specially Selected Holiday Pictures—produced with exactly this opportunity in mind—cast and directed and staged so as to represent the best that can be offered by the moving picture art today.

Make your selection today out of

the pictures listed in the following fifteen pages and pass these practical gifts of highest grade entertainment on to your patrons. You will make friends for your house and money for yourself—simply through the practical gift of Showmanship on your part and ours.

BOOSTING HOLIDAY HAPPINESS
IS PROFITABLE BUSINESS

Universal

Von Stroheim

Says ROB REEL in the Chicago American:

"Maybe you don't know who this Stroheim person is. Maybe you don't care. But if you happen into the Ziegfeld Theatre this week you're going to remember. Considering the man's comparative inexperience, his understanding of screen technique is **positively uncanny.**"

And OBSERVER says in the Chicago Herald and Examiner:

"Not in Augustus Thomas' palmiest days of 'punch' drama have I seen the superior of this Stroheim production at the Ziegfeld. Stroheim is, I believe, the author and director. **He is certainly the actor.**"

WE want to say in behalf of the Exhibitor that when a really superior production is put on the market his realization of that fact is almost uncanny in its swiftness. In the case of "BLIND HUSBANDS" the word has gone round with lightning speed. Exhibitor praise has out-run its advertising—shot past its publicity. Somehow or other—by invisible wireless—or by mental telepathy—the American exhibitor found out that this picture called "BLIND HUSBANDS" is one of the very best bets that has been put on the screen for many, many years—and began booking it several weeks ago at a rate which could not be ascribed to the advertising it had received up to that time. For this reason all future advertisements of "BLIND HUSBANDS" hereafter will consist purely of testimonials of exhibitor-success with this picture. This, after all, is the biggest "reason why" that any exhibitor could ask.

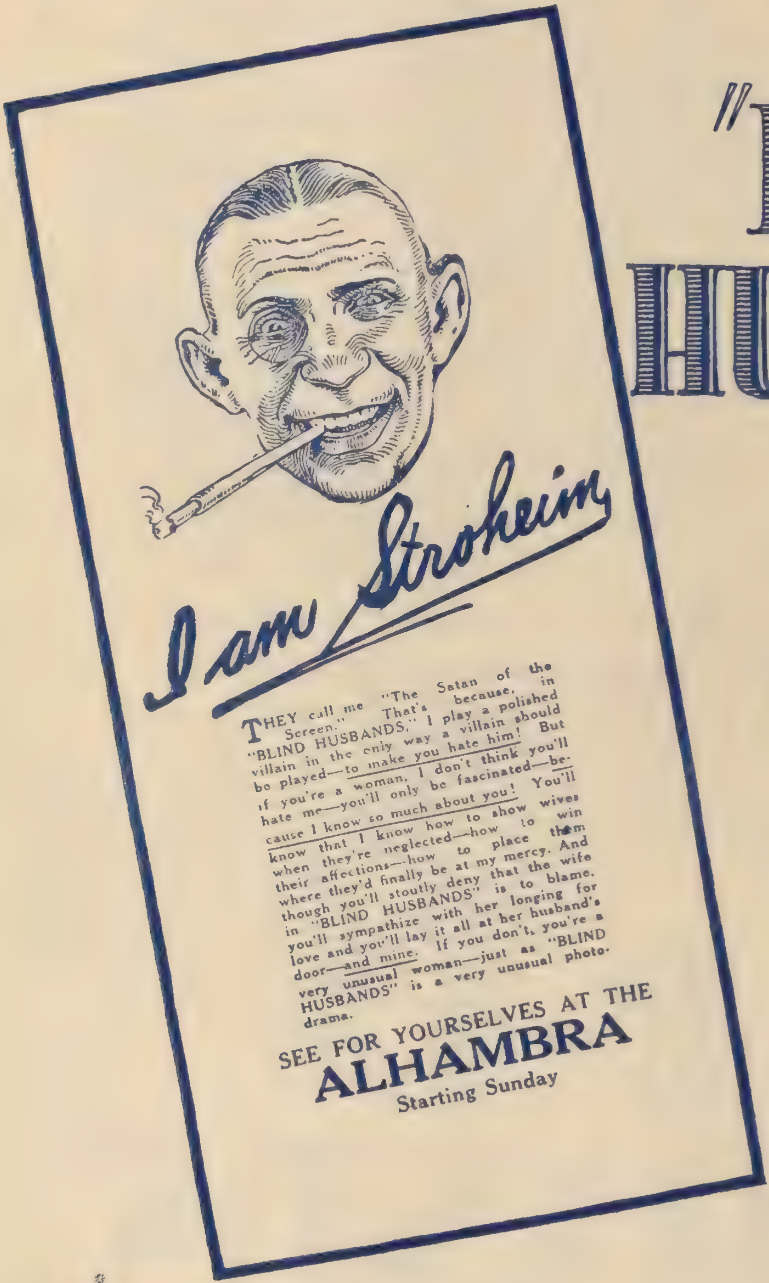
"BLIND HUSBANDS"

The Picture you'll Never Forget

Presented by Carl Laemmle

UNIVERSAL-JEWEL PRODUCTION DE LUXE

Exhibitor-written Ads for "BLIND HUSBANDS"



I am Stroheim

THEY call me "The Satan of the Screen." That's because, in "BLIND HUSBANDS," I play a polished villain in the only way a villain should bo played—to make you hate him! But if you're a woman, I don't think you'll hate me—you'll only be fascinated—because I know so much about you! You'll know that I know how to show wives when they're neglected—how to win their affections—how to place them where they'd finally be at my mercy. And though you'll stoutly deny that the wife in "BLIND HUSBANDS" is to blame, you'll sympathize with her longing for love and you'll lay it all at her husband's door—and mine. If you don't, you're a very unusual woman—just as "BLIND HUSBANDS" is a very unusual photo-drama.

SEE FOR YOURSELVES AT THE
ALHAMBRA
Starting Sunday

Von Stroheim's
Wonderplay
offered by
Carl Laemmle

◆

UNIVERSAL
JEWEL
PRODUCTION
DeLUXE

◆

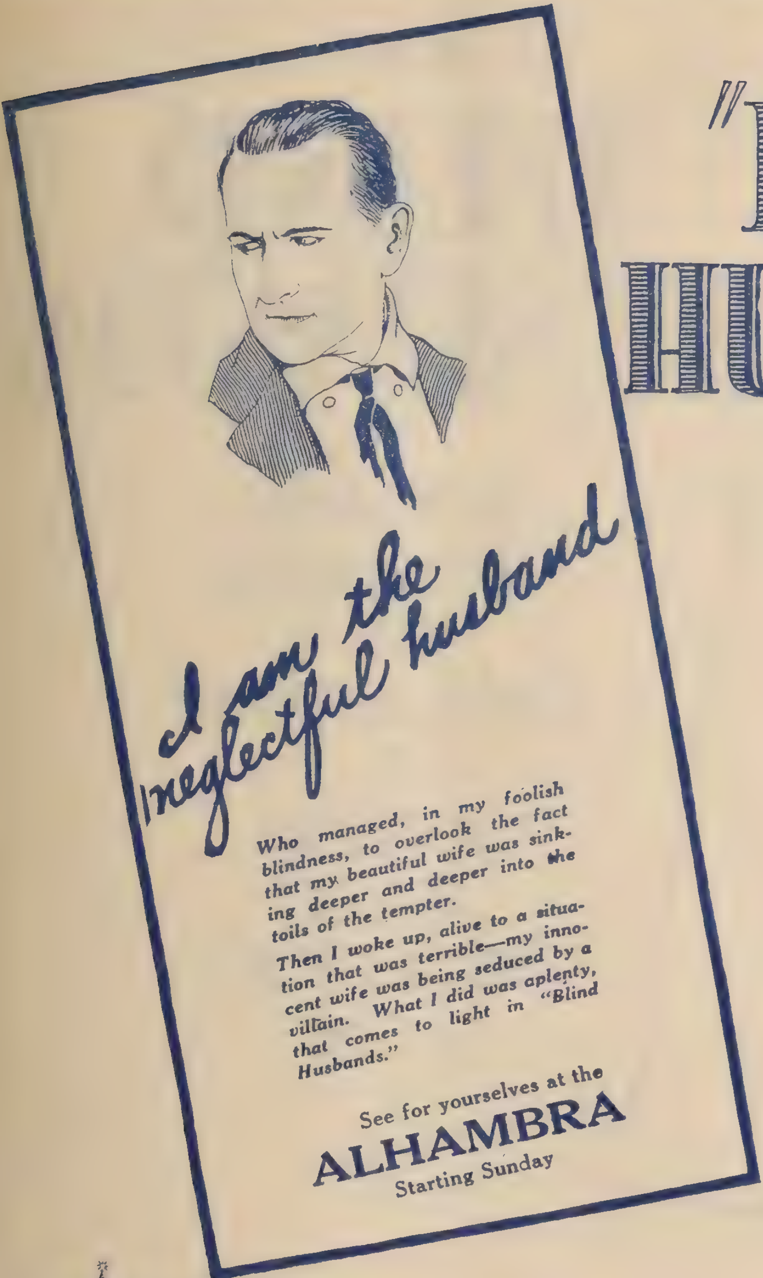
Universal Holiday Season
Specially Selected Pictures

"Playing to capacity business, turning hundreds away. Critics proclaim "Blind Husbands" a one-hundred-per-cent picture."

Tom Saxe's Alhambra Theatre, Milwaukee.

The Picture you'll Never Forget

Exhibitor-written Ads for "BLIND HUSBANDS"



I am the neglectful husband

Who managed, in my foolish blindness, to overlook the fact that my beautiful wife was sinking deeper and deeper into the toils of the tempter.

Then I woke up, alive to a situation that was terrible—my innocent wife was being seduced by a villain. What I did was aplenty, that comes to light in "Blind Husbands."

See for yourselves at the

ALHAMBRA

Starting Sunday

Von Stroheim's Wonderplay offered by

Carl Laemmle

◆

UNIVERSAL JEWEL PRODUCTION DeLUXE

◆

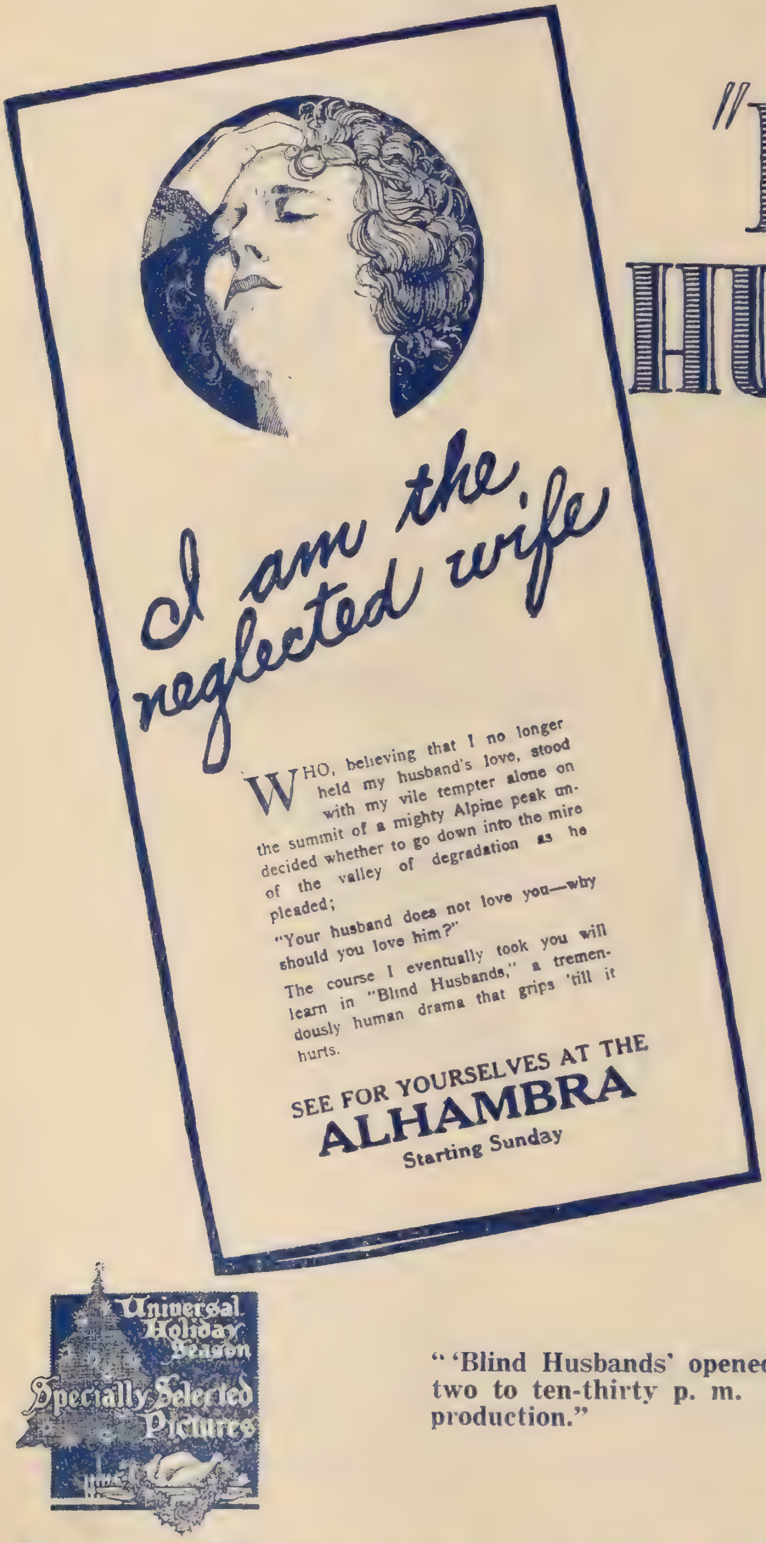
Universal Holiday Season Specially Selected Pictures

"'Blind Husbands' takes its place as one of the classics of the screen. Story, star, support and camera work could not be excelled. Direction, Interiors and Exteriors make it a wonderful production. Our patrons were unstinted in their praise."

Million Dollar Theatre, Pittsburgh, Pa.

The Picture you'll Never Forget

Exhibitor-written Ads for "BLIND HUSBANDS"



I am the neglected wife

WHO, believing that I no longer held my husband's love, stood with my vile tempter alone on the summit of a mighty Alpine peak undecided whether to go down into the mire of the valley of degradation as he pleaded;

"Your husband does not love you—why should you love him?"

The course I eventually took you will learn in "Blind Husbands," a tremendously human drama that grips 'till it hurts.

SEE FOR YOURSELVES AT THE

ALHAMBRA

Starting Sunday

Von Stroheim's
Wonderplay
offered by
Carl Laemmle

◆

UNIVERSAL
JEWEL
PRODUCTION
DeLUXE

◆

Universal
Holiday
Season
Specially Selected
Pictures

"'Blind Husbands' opened today and stood them up from two to ten-thirty p. m. A wonderful story—a wonderful production."

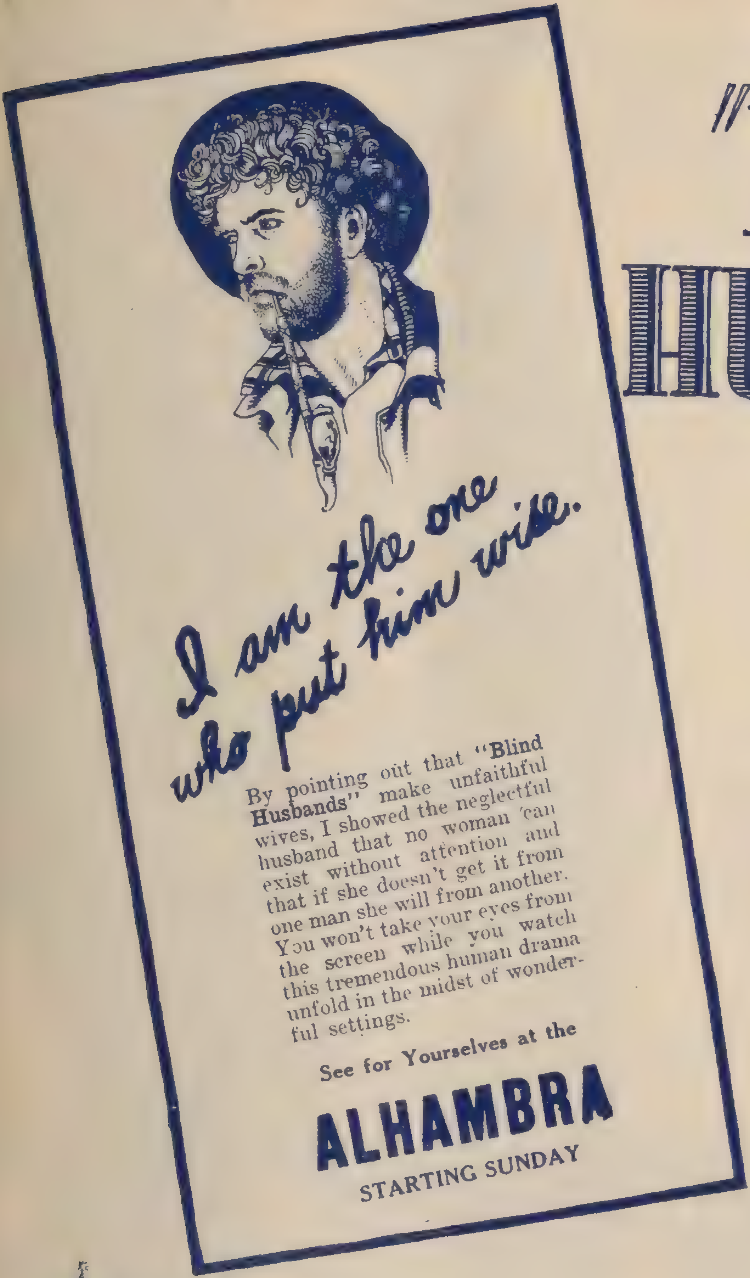
Rex Theatre, Racine, Wis.

The Picture you'll Never Forget

Exhibitor-written Ads

for

"BLIND HUSBANDS"



I am the one who put him wise.

By pointing out that "**Blind Husbands**" make unfaithful wives, I showed the neglectful husband that no woman can exist without attention and that if she doesn't get it from one man she will from another. You won't take your eyes from the screen while you watch this tremendous human drama unfold in the midst of wonderful settings.

See for Yourselves at the

ALHAMBRA

STARTING SUNDAY

Von Stroheim's
Wonderplay
offered by
Carl Laemmle

◆

UNIVERSAL
JEWEL
PRODUCTION
DeLUXE

◆

Universal
Holiday
Season
Specially Selected
Pictures

"Most remarkable is its technical perfection. The Direction is wonderful. The story works up to a dramatic climax of real power, yet the little touches, dramatic or comic, are not overlooked. . . . "Blind Husbands" is a most unusual picture."

Chicago Evening Post.

The Picture you'll Never Forget

Two Women in One

Universal Holiday Season

Specially Selected Pictures

UNIVERSAL-JEWEL

Super Production

UNIVERSAL

"It is hard to believe that it is the same actress in both characters." -BOSTON GLOBE

Carl Laemmle *presents*

DOROTHY PHILLIPS

in the Greatest Love Story ever Told. Produced under the direction of

ALLEN HOLUBAR

"The RIGHT to HAPPINESS"

PICTURES

The Biggest 2-reel Westerns ever Screened

Universal Holiday Season
Specially Selected Pictures

"A DOUBLE HOLDUP"

Featuring

HOOT GIBSON

AND JOSEPHINE HILL

There's action every second in these fast-galloping two-reelers, and here's HOOT GIBSON giving 'em a double feature packed into as fast-moving a miniature special as ever was screened. Dont miss a single one of these little-bits-of-real-life Westerns.

"Universal Always did make the Best Short Stuff"

HALF-HOUR MASTERPIECES

Carl Laemmle
has the honor of presenting
NUMBER THREE of the

STAGE WOMEN'S WAR RELIEF SERIES

Two-reel Photoplays de Luxe

"FIGHTING MAD"

featuring

MACLYN ARBUCKLE

Supported by
Percy Haswell, Dana de Harte, John McGraw

Adapted from Samuel Hopkins
Adams' Story "A LITTLE PRIVACY"

Directed by George Terwilliger
Supervision Eugene Spitz

RELEASED THROUGH
UNIVERSAL-JEWEL

Universal
Holiday
Season
Specially Selected
Pictures

The Court rules that the funniest Quick-Action Comedies on the Screen are

RAINBOWS

DONT MISS THIS ONE

PLOT novelty—getting away from the "sameness" which marks most comedies—giving the audience something different every time—that's one of the reasons why RAINBOWS are the fastest booking, quick-action comedies on the screen. One thing only never varies—their consistent quality—the best.

"The JAIL BREAKERS"

It's the Latest thing in Laughs

RELEASED THRU **UNIVERSAL** EXCHANGES

"Home" for the Holidays

THE very thing for your Holiday program—"HOME"—with its wonderfully human story, clean, wholesome, beautiful—and "FORBIDDEN," with Mildred Harris, never cast in a more noteworthy part—and they're both LOIS WEBER productions—inimitable.

MILDRED HARRIS CHAPLIN

in the two Incomparable Lois Weber Productions

"HOME"

The Story of Every Girl

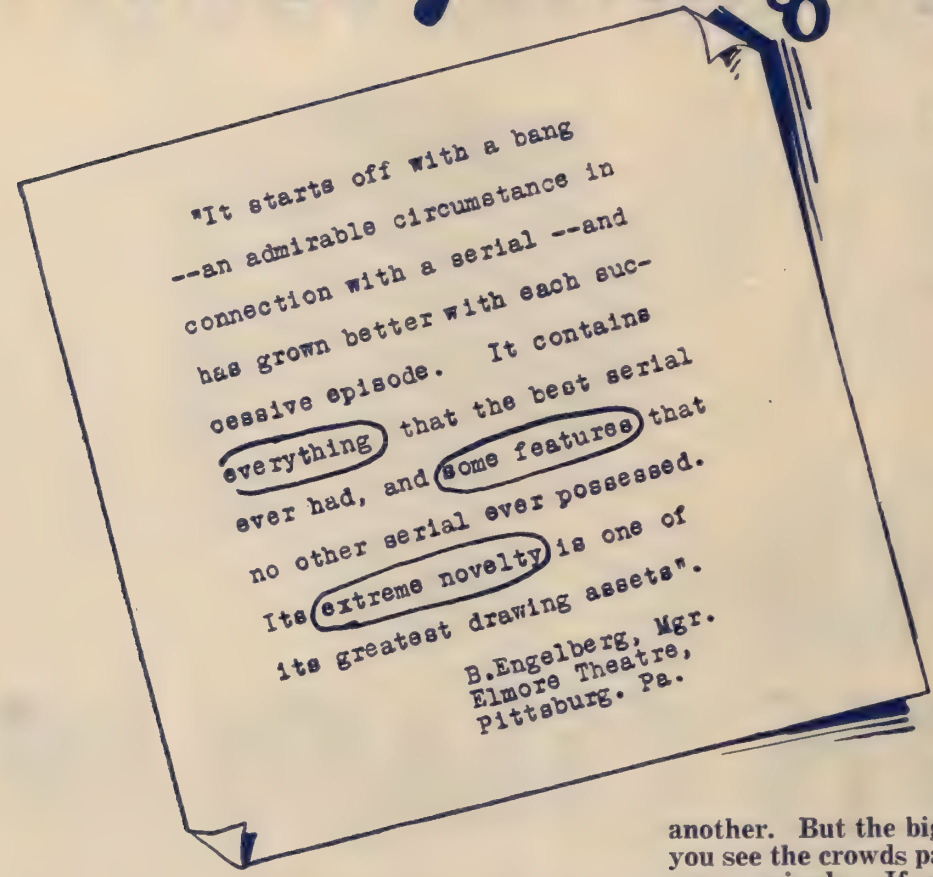
"FORBIDDEN"

The Drama of a Small Town Wife

UNIVERSAL-JEWEL

Universal Holiday Season
Specially Selected Pictures

—"everything that th


"It starts off with a bang
--an admirable circumstance in
connection with a serial --and
has grown better with each suc-
cessive episode. It contains
everything that the best serial
ever had, and some features that
no other serial ever possessed.
Its extreme novelty is one of
its greatest drawing assets".

B.Engelberg, Mgr.
Elmore Theatre,
Pittsburg. Pa.

says Mr. B. Engelberg manager of the Elmore Theatre, Pittsburgh

Very few serials in our recollection have had the instantaneous and overwhelming success of "THE GREAT RADIUM MYSTERY." This is because, as Mr. Engelberg says, it has everything that the best of serials have had, and because "THE GREAT RADIUM MYSTERY" is simply one big thrill after another. But the biggest thrill for you will be when you see the crowds packing your theatre tighter with every episode. If ever, or never, you've played a serial, play this one now.

EILEEN SEDGWICK

CLEO MADISON and BOB REEVES

Directed by
ROBT. F. HILL

in

"The GREAT RADIUM

UNIVERSAL

"best of serials have had"

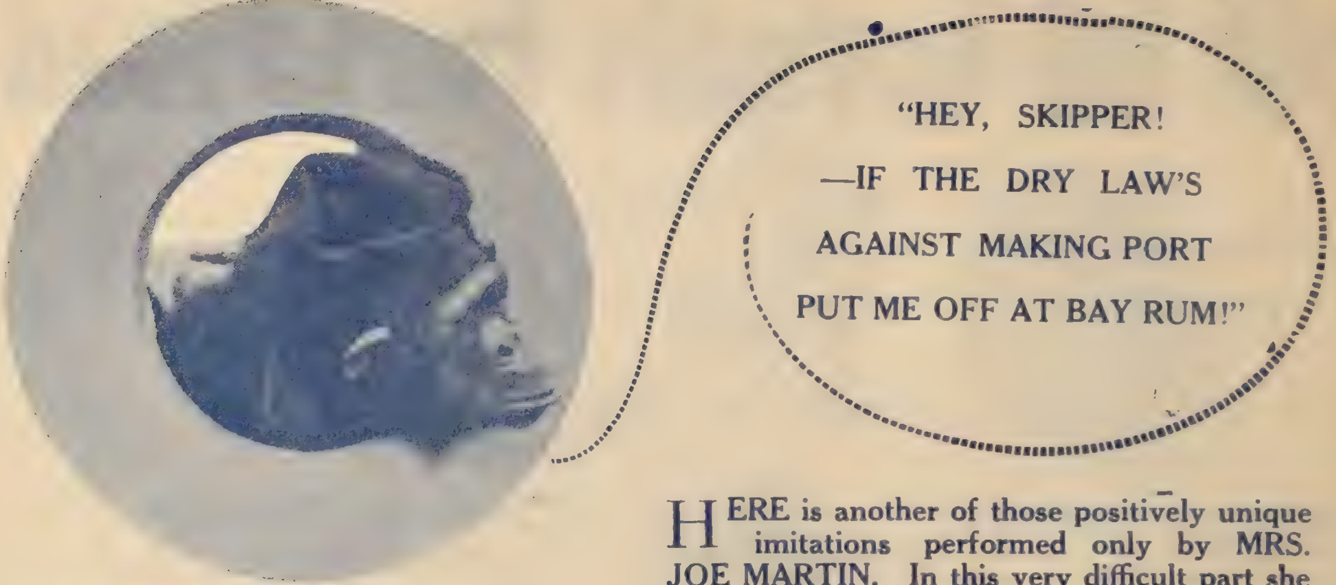
TWO
BEAUTIFUL
and
DARING
WOMEN
A
MYSTERY MAN

Amazing Electrical Effects

Thrilling Rescues and Escapes

"MYSTERY" PICTURES

MADE BY
PACIFIC
PROD., CO
Released thru
UNIVERSAL



"THE GOOD SHIP ROCK'N RYE"

All Monkey Business

done by

HERE is another of those positively unique imitations performed only by MRS. JOE MARTIN. In this very difficult part she is, as in all her other parts, a female and a Chimpanzee—which naturally makes her accurate characterization of an American sailorman trying to evade the Dry Law, a peculiarly appealing portrayal. Never—and we say it with all due solemnity—never has any small town monkey actress without the advantages of a dramatic school training risen to such heights as this simple and sweet natured young woman from the backwoods of Africa. Competitors will please note that all tricks performed by MRS. JOE MARTIN in this comedy—whether sleight-of-hand or by tail alone—or by one hand, tail and teeth—or by the molars and incisors alone—have been copyrighted by the Century Comedy Company and copyright deposited with the Smithsonian Institute at Washington.

Directed by

FRED C. FISHBACK.

Universal
Holiday
Season
Specially Selected
Pictures

UNIVERSAL-JEWEL.

MRS. JOE MARTIN

Proclaims Universal Holiday Season

WHOLE COUNTRY TRYING TO CO-OPERATE WITH UNIVERSAL PUBLICITY PLAN FOR HOLIDAY CHEER.

Proclamation

To the People of McCook:

Believing in the present day of unrest and turmoil, when each of us is deeply concerned in the welfare and peace of this great Nation and its people, we, who are more fortunate should make every effort to promulgate the idea of better times and dispel every thought of national distress;

And realizing that we not only have the interest and welfare of our city, but of our State and Nation as well, at heart, I respectfully ask that you join me and lend your most valuable assistance in endeavoring to bring happiness and content to every household of these United States, by advocating cheerfulness and optimism and in making the coming holidays a Universal Holiday Season.

With this idea of thus endeavoring to the best of our ability to keep down forever the smouldering fires of discontent which, without our every cooperation may at any time break into a flame, I hereby declare a Universal Holiday Season from Nov. 15th to Jan. 1st and declare a Moratorium on ill-will and gloom during this season.

To further get the public mind away from strikes, unrest and general gloom, I ask the people of McCook to set aside five or ten minutes each day for dispensing holiday cheer, and every one during that period to think, talk and boost for a happier holiday season.

Sincerely,

W. B. MILLS, Mayor.

BY the first of next year, it is estimated, more than sixty million people in the United States, will have heard and read of "The Universal Holiday Season," and will know that the Universal Film Company has backed the greatest national uplift idea ever conceived by a commercial organization. The "Universal Holiday Season" extends from November 15th to the first of the year. During that time the Universal Company is exploiting its productions in connection with the promotion of good cheer, happiness and a Universal holiday season to all.

With the idea of promoting happiness and good cheer at the time when the country's mental attitude is below par, the Universal publicity and advertising departments co-operated on a nation wide campaign to attempt to raise the nation's morale, through the use of posters, ads, etc., as well as to place the name of the Universal company before every person in the entire country. The result of this effort one month after the campaign was started, was that twelve mayors of cities and towns, the Governor of North Carolina, and other public officials sent in their written endorsement of the movement.

A glance over the following list of sponsors will give some idea of how wide spread this campaign is and how thoroughly it has been endorsed. Following are the sponsors to the "Universal Holiday Season" one month after its inception and a part of their written opinions of the plan!

From T. W. Bickett, Governor of North Carolina, "Permit me to say that if you put this over you will richly deserve the thanks of all good men. I am with you heart and soul in this matter."

From George L. Baker, Mayor of Portland, Oregon: "The idea of launching a propaganda of brotherhood and holiday cheer at this time reaches beyond the scope of a mere publicity stunt. It makes it possible to apply the machinery of a trained national organization, which has hitherto been devoted to commercial publicity, to the greater task of forwarding a nation-wide propaganda of construction and optimism. I am sure the universal holiday season will be a great success in Portland through your co-operation with the Greater Portland Association, and trust that the success in every other city may be equally great."

H. B. Van Duzer president, Portland Chamber of Commerce wired: "Congratulations — Offer co-operation with business men, Portland to help create truly holiday spirit among people. Believe every citizen and member of Chamber of Commerce Portland appreciates spirit of plan."

The Mayor of Atlanta, Ga., James L. Key wrote the following: "I heartily approve of the idea suggested—wish you God speed in your efforts in behalf of a Universal holiday season."

J. A. Daly, publicity manager in Charlotte, N. C., received a full single space, type written page from the Mayor of Charlotte, F. R. McNinch. He said in part, "Such a campaign should have the support of all who are interested in hastening the restoration of normal conditions."

Maclay Hoyne, State's attorney for Cooke County, Illinois, wrote: "In my opinion your plan is an excellent one."

M. N. Dana, President of the Portland Ad Club wired the following: "Universal Holiday idea a real inspiration—may prove the big solution of disquietude—will prove a greater thought than you anticipated."

From Rufus C. Holman, chairman, Oregon-Washington Interstate Bridge Commission: "Fine stuff—Universal Holiday Season just the new world needs today. Universal Film Co., to be congratulated on sponsoring it in Portland and elsewhere."

W. F. Mills, Mayor of McCook, Nebraska, was so pleased with the idea he wired: "I am so willing to co-operate with you in this activity that I have written the enclosed proclamation to be published in the McCook papers tomorrow. I have followed quite closely the wording of your letter because I thought the sentiment was beautifully expressed. If I can be of any further service let me know." The proclamation appears at the top of this page.

"Assure you of the hearty co-operation and support of the American Legion of this state" wired Morton David, Secretary of the American Legion of the Station of Colorado.

The Sons of Colorado through their secretary, wired their approval and assured their co-operation. John Leo Stack, leader of the Colorado Democratic party and Deputy Grand Knight of the Knights of Columbus wired to

(*Continued on page* 36)

"THE DOUBLE HOLD-UP."

Two-Reel Western Drama.

CAST.

The Broncho Kid	**Hoot Gibson**
Sadie Wright	**Josephine Hill**
Her Father	**Clark Comstock**
Sheriff	**Charles Brindley**
Wade	**Robert Walker**
Bud Johnson	**Harry Schumm**
Mrs. Wright	**Madge Hunt**

THE Broncho Kid was looking for a job. At the fork of the road he couldn't decide which turning to take, Redgap or Sawbuck. A bottle by the roadside caught his eye. It was labeled "Bronx Cocktail."

The kid threw the bottle in the air with the determination "Two hits and Redgap wins," plugged the bottle twice. Arriving at Redgap there the kid demanded a "Bronx" of the astounded barkeep.

The idea was repugnant to Wade, so he dropped his gun on the kid and told him: "You'll have whisky—in a mug—and—you'll like it."

The kid had nothing to say and took the whisky poured for him, but as soon as he had the mug in his hand he slung the contents into Wade's face, grabbed his gun and holding Wade up, remarked cheerfully; "And now I'll have that Bronx."

John Wright, owner of the Bar Z ranch, was so taken with the kid's methods that he offered him a job.

Just then the sheriff blew in with news that the local badman "The Spook," had rustled a bunch of Wright's cattle, and Wright returned to his ranch.

Wade cocked his ears at mention of the rustling, but he was at the moment more interested in the local paper.

The kid sets out on foot for Wright's ranch. Wade, still sore, masks his face and holds up the kid. He marches the kid in front of him, but the kid by stumbling sends Wade flying over his head and grabs Wade's gun. He finds Wade's horse and after roping Wade, takes him down to the Bar Z as a prisoner.

Bud Johnson, one of the Wright outfit, is in love with Sadie, Wright's daughter, but Sadie does not respond. When the kid arrives with his prisoner and is made much of, Bud is ready to explode. Wade is locked up in an outhouse and Bud is set guard over him, but Wade makes a pact with Bud, that if he will set him free he will help Bud get Sadie. Bud falls for the plan. That night they kidnap Sadie and drag her off to a shack in the mountains. Wade, who is "the Spook" prepares to hold up the stage. He sends his gang on ahead to wait for him and just then the kid arrives at the shack. Sadie gets away from the shack and sees the kid go in. She hears the fight inside but cannot see what happens, and presently she sees a masked figure dash out of the shack and mount a horse. She catches a horse and rides off to the ranch to give the alarm.

The hold-up of the stage ends in disaster to the bandits as the Sheriff has filled the stage with his own men all ready for the attack. The Spook and his gang are captured and the Spook is unmasked, disclosing, the Broncho Kid, but the Sheriff, Wright and Sadie arrive in time to clear the kid of suspicion.

"The Great Radium Mystery"

Episode 10.

"THE FLAME OF HATE."

CAST.

Ivis Pemberton (The Countess Nada)	**Cleo Madison**
Gloria Marston	**Eileen Sedgwick**
Frank Bird	**Edwin J. Brady**
Bob Turner	**Rob Reeves**
The Buzzard	**Bob Kortman**
John Marston	**Jeff Osborne**
The Hawk	**Robert Gray**
The Rat	**Gordon MacGregor**

NADA rescues Gloria and Bob from the roaring volcano and leaves them in a secluded spot while she goes for help, being unable to get them out of the Valley of Death in their exhausted condition.

The Buzzard and his men see their rescue and again start in pursuit, the Buzzard now seething with hate on learning that Bob has again escaped his vengeance.

Bob realizing that Gloria is unsafe in the neighborhood, hurries to get her away, not waiting for the help which Nada has promised. In so doing, the Buzzard ropes them from a car slide and separating them, ties Bob to the tracks at the mine on a high tressle and Gloria on one still higher, then orders his men to loosen the rock car on a siding with which he plans to destroy Gloria and Bob. Through strategy, Gloria finds a means of escape by wearing the rope out on the sharp edge of the rail, and after escaping makes a miraculous slide as she sees the runaway car fastly approaching Bob, just as the car passes over the switch, sending the car to a siding and untying Bob, gets away.

Seeing that the car has failed to accomplish what he expected, the Buzzard starts in pursuit with his men and corners Bob and Gloria in a deserted shaft of the mine which has a small opening leading into the side of a mountain and the means of a short escape. By having his men cover the opening with a huge rock, the Buzzard corners Gloria and Bob and prepares to burn them to death in the old mine shaft.

In the meanwhile Nada who has communicated with the banker, beseeches his aid, and has been discovered by the Dove and pursued. The Mystery Man comes to her rescue and thwarts the Dove's plan.

Nada, and the Mystery Man, seeing the Buzzard's efforts to destroy Gloria, hurry to the mine and in the midst of a pitch fight attempt to rescue the imprisoned pair.

The episode ends with the crude oil which the Buzzard has lighted in the mine shaft lapping its way closer and closer to the exhausted and smoke smothered Gloria and Bob.

HEARST NEWS

No. 49.

"Middies" Beat Army In Annual Tussle on Gridiron.—New York City.

Up In the Air!—We'd rather be an aviator than a steel worker on skyscraper construction.—*New York City.*

Poor Bre'r Rabbit!—His fate is sealed by fashion's decree. They're raising "bunnies" now for milady's wardrobe.—*Los Angeles, Cal.*

Sub-Titles.—Dying a skin for a test.

"Daddy's gone a-hunting
To find a little rabbit skin
To wrap his baby bunting in——"

Clean Up Capital!—Fire Department—not the voters—undertake this job.—*Washington, D. C.*

A "Movie" Interview With German's President.—Berlin, Germany.

Fire Wreck University.—Famous McCoy Hall of Johns Hopkins left mass of ruins by million dollar blaze. —*Baltimore, Md.*

Junior Diplomats.—Interesting kiddies of the Foreign Envoys at the Capital—two ambassadors from far off Siam.—*Washington, D. C.*

Mexico Again!—President Venusciano Carranze, whose defiance of America's demand may bring its intervention across the Rio Grande.

Sub-Titles.—General Filipe Angeles and his staff. His execution by Carranza threatens further complications in much disturbed Mexico. Boys of the Border Patrol of Yanks! America's watch on the Rio Grande!

"Indoor Sports" Cartoon by "Tad."

Trailer (For New York City prints only.)

Merry Xmas.—December 14th begins Universal Holiday Week, when a percentage of all rentals of films of the Universal Film Manufacturing Co. will be set aside for the New York American Christmas Fund.

See Universal pictures during this week and make it possible for the children of the poor to have a merry Christmas.

JAMES J. CORBETT

Screen Opinions *says of*

THE BEST-DRESSED SERIAL EVER FILMED

"— each chapter ends with such a thrill that folks are bound to come back and see what happened. Action, thrills, excitement—and all handled in high class manner—"

"The MIDNIGHT MAN"

Your UNIVERSAL Exchange

"THE JAIL BREAKER."

Rainbow Two-Reel Comedy.

Directed by Charles Parrott.

(Copyright 1919, Century Comedy Co.)

THE Mayor of Fancydale devoted all his time to the city, since his hop factory was closed. He received a threatening letter from none other than "Goofer Gus," who dares him to jail him.

His Honor, the Mayor is scared out of his wits, and calls in his Chief of Police, to strengthen his nerves. The Chief is also frightened, and when the Mayor's daughter breezes in (who by the way is the prettiest girl in town), they both become scared and duck under desks and chairs. To their relief they find it is only sweet Peg, who has come to find out when her "Sweety" will return from college. "Sweety" is the younger brother of the Chief.

A terrible commotion is heard on the outside of the prison, and one of the scouts rushes in to tell the Mayor, the whole police force have captured "Goofer Gus" and that they are bringing in this dangerous wild man. Both the Mayor and the Chief are scared to death, the Chief runs away and runs for miles without a stop. He lands home all out breath and hides in a box couch. The Mayor orders the gangster thrown into prison with a double guard around him.

The Chief's brother arrives home from college, is surprised to see his childhood sweetheart in the Police court, he orders her to stay at home. Her father interferes and upbraids "Sweety" for scolding his daughter. The daughter goes home, and the Mayor and "Sweety" have a battle. "Sweety" turned out to be one of those "go way bad man" kind and all the Mayor had to do was to spank him on the wrist to make him cry.

The prisoner "Goofer Gus" plans to get out of prison. He whistles like a bird, gets everyone to look for the bird, and sneaks out. He goes to his accomplice's home. Where a lively party is in full swing. The police follow and Gus disguises himself in cleopatra attire and vamps the policemen into submission. When they come to their senses again, "Goofer Gus" has escaped. They give chase, Gus sets the Mayor's house on fire. The daughter is in the house. Father says best man wins. "Sweety" saves the girl, but not before a thrilling act has been formed, that of swinging from across the street on a rope to the daughter's window. The gangster is again captured and thrown into prison. He is beaten and forced with iron chains, etc. to stay in prison.

"THE MIDNIGHT MAN"

"THE CAVE OF DESTRUCTION."

Episode 17.

CAST.

Jim Stevens	James J. Corbett
Nell	Kathleen O'Connor
Morgan	Joseph Girard
Spike	Noble Johnson
Gilmore	Frank Jonasson
Arnold	Joe Singleton

JIM STEVENS, The Midnight Man, while pursuing Morgan and his daughter, is caught by Morgan and Spike in the Point Luma Lighthouse. In a struggle with Spike and Morgan, Jim is wounded and thrown into the sea.

Hearing Jim's cry for help, Nell rushes to the beach and with the help of the lighthouse-keeper, pulls him out. She discovers his shoulder is badly injured. She phones to Dr. Jones at the Metropolitan Club. Dr. Jones is not at the club, but Gilmore hears the message, and realizing that he has another chance to obtain the ring, informs the club secretary that he will secure the doctor; but instead he starts off himself to the lighthouse.

Nell realizes with horror that Jim is The Midnight Man when she sees his card and ring on the floor.

Morgan and Spike quarrel while driving to the city in their machine, the auto goes over the bank, and Spike jumps to safety but Morgan is killed on the rocks below.

Jim admits to Nell that he is The Midnight Man, but tells her that he has Gilmore's, his foster father's, confession as to the forgeries of which The Midnight Man was accused; and tells her that he was only in search of his parents.

Gilmore, sneaking into the Lighthouse, knocks Jim unconscious, but only succeeds in securing half of the paper from the ring, as Nell tears the other half away from him. Jim recovers and follows the fleeing Gilmore. On Gilmore's half of the paper are the directions for obtaining the treasure, while upon Nell's torn piece of paper is a death warning to anyone turning the handle of the steel door. Nell follows Jim to save him from this death.

Dr. Sands, the famous criminologist, arrests Jim in his rooms for forgery. Jim is unable to prove his innocence because Gilmore has recovered his confession of the forgery. Jim escapes from Dr. Sands and his men, by pretending to have a servant cover them with guns, when in reality it is only a mechanical devise. Dr. Sands and his men follow Jim.

Nell is seized and bound by Gilmore and his servant in Sweet Wind Canyon, while searching for the treasure. When Gilmore attempts to turn the handle to the steel door, he is crushed to death; his servant flees in terror. Nell, who has freed herself from her bounds, saves Jim from a similar death. They use the hinge, open the door and enter the cave together, but are imprisoned by the shutting of the door.

Jim, by lighting a match has ignited the dry grass and the hillside is a mass of flames, an old-deserted cabin catches fire. In the meanwhile, Jim has found another exit from the cave and he and Nell mount the stairs to find themselves trapped in the burning cabin, which collapses and buries them in the debris.

CURRENT EVENTS

No. 8.

The Dragon Wakes.—Chinese youth study aviation that Shantung Province may some day be regained.—*San Francisco, Cal.*

Germany Probes War Responsibilities of Imperial Regime.—Berlin, Germany.

Sub-Titles. — Wire entanglements and troops guard the session of the National Assembly Investigating Committee. Admiral von Capelle, former Imperial Minister of Marine

Are Eggs High?—Not on this farm, where 6,000 laying hens keep down the price.—*Los Angeles, California.*

Erin Go Bragh!—Lamonn de Valera, President of Ireland, gets a hearty reception in the City of Los Angeles.—*Los Angeles, Cal.*

Sub-Title.—Ireland lacks no friends in America.

Kapital Kiddies!—Picture books help youngsters of the Uruguayian Minister in their studies of English.—*Washington, D. C.*

Sub-Titles.—Misses Marguerite and Laura Bryn, debutante daughters of the Norwegian Minister—older sisters of the Kapital Kiddies—are outdoor sports enthusiasts. Little Miss Mary Dixon Palmer, daughter of Attorney General Palmer, is an eager student—off for school. Misses Christiana and Elsa Ekengren, children of the Minister from Sweden, on the steps of the Embassy.

America Launches Greatest Battleship!—San Francisco, Cal.

Fighting the Flames.—Firemen struggle to overcome blaze in big paper stock factory.—*Hoboken, N. J.*

On the Gridiron.—Some of the striking plays of the Columbia-Brown tied score game.—*New York City.*

Not even with a Microscope

some of the novelties which are the sole contents of the NEW SCREEN MAGAZINE can be seen by the camera's naked eye —others have to be shot through a telescope—others, still, must be photographed with the aid of a microscope.

But not even with a micscope will you or your audience be able to find any advertising in the NEW SCREEN MAGAZINE.

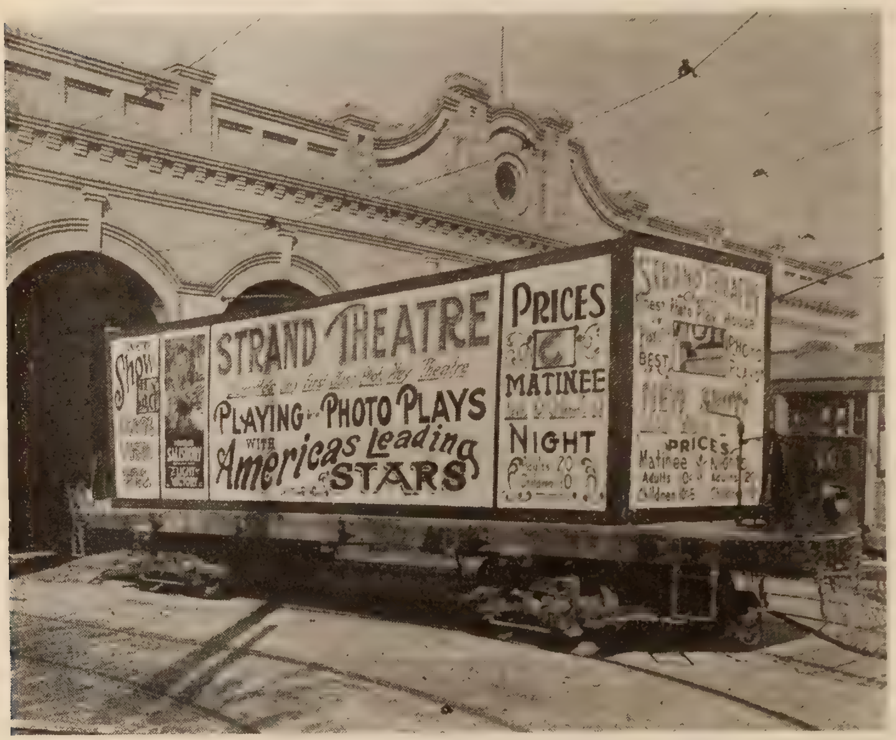
Don't think it's an easy job to keep the NEW SCREEN MAGAZINE clean. It isn't. It's one of the hardest we know—because nearly everything new must have its originator—or its identifying name coupled with it—and sometimes people try to put something over on us. But, so far, we have succeeded in giving you a straight-goods reel, and as long as our eyesight and foresight hold out we expect to keep it up. Because it pays.

LETTER LAUGHS, THE LATEST NOVELTY

Letter laughs, culled from replies to letters sent out by the U. S. War Risk Insurance Bureau, has set the whole country in a roar of merriment. The success of this fresh, new brand of genuine humor was instantaneous. Step into your nearest Universal Exchange, and give the last two issues the "once over."

The NEW SCREEN MAGAZINE

Stunts Used by Exhibitors to Put



This manager chartered a street car to call attention to the Strand, of Atlanta.

Somerville Hired a Trolley

By J. A. DALY.

CHARLOTTE, N. C., Dec. 1, 1919 (Special).—Acting on the presumption that location, while always being worthy of consideration, never "breaks" a theatre, Harry Somerville, who recently assumed the management of The Strand at Charlotte, doubled the net income of this photoplay house in three weeks by refusing to let the 65,000 people of this city forget for a minute that it is "Charlotte's finest photoplay house" and that it plays "the best" pictures. Mr. Somerville has managed theatres at Buffalo, Chicago, Cleveland, Detroit and New York City.

Mr. Somerville says something always must be done, when a theatre is going badly, to create at least a little excitement around town. "Get the people talking and keep them talking," is his motto. So he started out to accomplish just that. Once again the value of the barnstorming, smash-bang type of publicity effort has been proven effective, despite the fact that Charlotte is a city noted for the number of its churches, its love for grand opera concerts, its closed Sundays and its municipal and individual dignity in general. They are coming down to The Strand, which is half a block off the principal street, with a furniture store on one flank and a hardware store on the other, and across the street is another hardware store. The wholesale district begins at the next street intersection, and barber shops and fruit stands offer barriers to possible patronage walking along the principal street.

With The Strand, however, Mr. Somerville declared the similie of the butterfly is applicable. Surroundings lacking in attractiveness may never be accepted as indicative of the beauty of the moth within the cocoon. So the beauty of The Strand is within its lobby and auditorium and on its screen and in the minds and fingers of its orchestra members. Charlotte at last is becoming convinced!

The photograph above pictures one of Mr. Somerville's ways and means of creating excitement. The great bell that is within the box sign is invisible, but certainly audible to all within a radius of several blocks when this car makes its twice-daily pilgrimage throughout the street car system of this city. Form letters by the thousands, paper plastered all over the town, liberal newspaper advertising and walking delegates with a message of cheer from The Strand are also parts of the far-reaching publicity program.

In addition to giving his theatre a boost that certainly spells the utmost in frankness, and in making which Mr. Somerville says he is most sincere because the facts justify the assertions, the picture being offered as the day's special attraction also is advertised by a three-sheet, which appears on each side of the frame. Universal's romantic star, Monroe Salisbury, and his spirited patriotic melodrama, "The Light of Victory," was featured when the photographer made the accompanying picture.

"We tell the people of this city we are showing America's leading stars, and we always have dates for the Universal special attractions, 'The Big Twelve' and the Jewel specials. I am looking forward to viewing 'The Big Money Twelve' that Universal has just announced. One thing about the Universal stars and pictures which appeals to me as a showman is the great difference in the personalities of the stars and the care that always is exercised in selecting the starring vehicle and in the direction and photography. Given a star of ability, a scenario of merit and a director and a photographer who know their business—to the extent of those under Universal's banner—then a good photoplay is the result. That's the kind the people like, the kind that makes money for the theatre, that's the kind which not only sustains but increases the prestige of the producer."

"Thus Mr. Somerville expressed his opinion of Universal pictures and then significantly remarked: "Come see me again."

Over Universal Moving Pictures

A Wedding Stunt

OMAHA—"Sunday" Goldberg made it his business to tell the world, and picture fans, that he had booked Dorothy Phillips in "The Right to Happiness."

This is what he did and the result:

The week before the production was shown a private screening was given to the officers of labor unions, officers of the different womens' organizations and officers of the large business organizations of Omaha. At this screening a favorable number of criticisms and comments were obtained from influential parties. These were used later as readers in the newspapers.

An old-fashioned landau with a bride and groom riding and a banner announcing "It's yours, 'The Right to Happiness'" was driven about the streets during the run. A number of tin cans were tied to the rear axles and the noise produced from them together with the unusual get up attracted much attention.

In addition to this the lobby was especially decorated. An immense tin figure of Dorothy Phillips in a characteristic role was prepared. A special front depicting the entrance to a cave was erected and above the cashier's window was a sign reading "Enter all ye who seek the Right to Happiness." All available wall space and lobby stands were used. Some of these stands contained stills and one sheets and two immense photographs of scenes in the production were used, one on each side of the lobby.

Kid party given by The Daily News at the Frolic Theatre, Barney Goodman, Mgr., San Francisco, Cal. It made the business for the entire serial a sell out.

Wednesday is Bargain Day in Indianapolis

By F. W. SCHNEIDER.

WHY shouldn't motion picture theatres have "bargain days" the same as department stores? This is the question raised by W. C. Yutzy, owner of the Colonial and Olympic theatres at Lebanon, Ind. Yutzy, who has been an exhibitor for many years, during which time has seen much competition come and go, believes that its good business to designate a certain day in each week as "bargain day." And the idea has resulted in good business for the Colonial and Olympic theatres. Wednesday of each week is "bargain day" at his theatres. On these days customary prices are reduced slightly and usually an extra-long program is given.

"An exhibitor has to be careful on these 'bargain days' however or his prospective customers may get the idea that they will not see high-class pictures because the price has been lowered." Mr. Yutzy said recently: "The 'bargain day' idea, however, really works as well for a theatre as it does for a department store I believe. In time your patrons will know that they are going to see really high-class pictures on these days the same as on any other day. Of course it isn't feasible for an exhibitor to show such a picture as 'The Right to Happiness' or 'The Heart of Humanity' on these days, but it is possible to show them a good, clean picture that has a strong appeal and at the same time is not a super-production or a special."

PROCLAIMS UNIVERSAL HOLIDAY SEASON

(*Continued from page* 29)

the effect that "The Knights of Columbus are in hearty sympathy with such a work and will get behind you in such ways as are consistent."

Besides all of these testimonials, Universal offers proof for the foregoing statements through the letters of commendations from H. F. Childress, Mayor of Erlanger, Ohio; J. C. Little, Mayor of Loveland, Ohio; Kenyon Riddle of Xenia, Ohio; O. R. Bright, Mayor of Flemingsburg, Ky.; J. H. Williams, Mayor of Middleport, Ohio, and Thos M. Russel, Mayor of Maysville, Ky. The fact that the mayors of those smaller towns approved of the idea is evidence of the thoroughness with which the campaign is being carried on in all parts of the country. Universal's publicity representatives are devoting the majority of their time to this campaign.

The actual value of this campaign can never be accurately estimated but judging from the manner in which it is being accepted, the country as a whole will be benefitted and the Universal company will obtain an unprecedented amount of publicity. The Universal company has spent thousands of dollars on this campaign and will spend more before it is over. As a result of the Universal campaign for a Universal Holiday Season, this company and its products will receive public notice through the mediums of newspaper and editorials and official proclamations. Universal officials believe they will have scored a notable publicity victory at a comparatively small cost.

In Portland the Chamber of Commerce and the Ad. Club have started the campaign under the title "Universal Holiday Season", and the Greater Portland Association is co-operating with them. Mayor Baker of Portland is chairman of the committee, posters covering the entire city read: "Universal Film Company Co-operating with the Greater Portland Association—Make it a Universal Holiday." Practically everyone of the large department stores and specialty shops in the city have agreed to carry the wording "Universal Holiday" in their newspaper advertising. The Greater Portland Association has offered $25 in prizes to school children for the best essays on the "Universal Holiday Season" and the Universal Exchange at Portland will offer a similar or larger amount for essays submitted from over the entire State of Oregon.

The exhibitors of America will derive the greatest benefit from this campaign of any ever instituted. The public will know that the Universal Company is a progressive one and the fact that an exhibitor is showing a Universal picture will be his assurance of new and more trade.

It has been the desire of the Universal company for some time to give the exhibitor of pictures a new idea and a new drawing card. Within the last year, Universal has produced more consistently good productions than any other company. Universal officials believe this and exhibitors throughout the country have been kind enough to express the same opinion. Universal's sales force has increased its morale due to the class of productions it was given to distribute and sell.

Having obtained a high-class consistent program the company officials planned this "Universal Holiday Season" campaign to bring to the notice of the entire country the fact that Universal leads the list of producers of entertaining pictures. Taking advantage of the times and the usefulness of the company's name in a good cause it is now in the midst of the greatest season of its existence.

INTERNATIONAL NEWS

No. 48.

Brittany's Peasants Hold "Day of the Dead."—Brittany, France.

Sub-Titles.—A solemn procession winds its way to the graves of those lost in the war on the first peace time Memorial Day. Parents and children of those who died at sea join in a peculiarly impressive tribute. Sunset on the picturesque Breton coast.

A Spike of Gold.—With it, John G. Spreckles, Californian millionaire, completes the last link of a new International railroad.—*San Diego, Cal.*

Sub-Titles.—Scenic wonders along the new route. The International tunnel between the United States and Mexico.

Manhattan Madness.—How the world's busiest corner, 42nd Street and 5th Avenue, looks to the new traffic cops.—*New York City.*

Sub-Titles.—The rush hour on the "L" as it appears to the country visitors. The cameraman injects a little "pep" into the ferry system.

Futurist Styles for Winter Bathing Maids.—Ocean Park, Cal.

In the Public Eye.—Among recent arrivals from overseas—Madame Tetrazzini, the famous opera singer.—*New York City.*

Sub-Titles.—Fred Fulton, heavyweight pugilist, who thinks he can stage a "comeback" with Champion Jack Dempsey. Baron Romano Averssano, Italy's new Ambassador to Washington. Lord Leverhulme, British industrial leader, often called "the real John Bull," and an advocate of the six hour day for all workers.

Old Glory Comes Down!—Never lowered in war, in peace it is displaced by the British Emblem when the Imperator changes hands.—*New York City.*

Sub-Titles.—Captain R. D. White, U. S. N., relinquishing command to Captain C. A. Smith of the Cunard Line. The Imperator flying the colors of Great Britain after its surrender at the Paris Allied Council's command.

Wool—By the Acre!—Sixty thousand sheep on one range forestalls a winter shortage.—*Southern Utah.*

Protest for Justice.—Jews march in protest demonstration against European massacres.—*New York City.*

If Ye Have Tears.—Prepare to shed them at these last sad rites over John Barleycorn's bier.—*Zion City, Ills.*

Daniels Reviews the "Suicide Squadron."—New York City.

Sub-Titles.—Aboard the Destroyer Meredith with Admirals Wilson, Strauss and Glennon, the Secretary looks over the valiant little mine sweepers. And recalls their courageous work in the mine infested waters of the North Sea. An accurate shower of lead disposes of another of the ocean's hidden menaces. No sea too rough for the guardians of the sea's highways. Storm and strife forgot as the gobs and their chief share a Knights of Columbus feast.

NEW SCREEN MAGAZINE

No. 44.

The mirror of the new Hooker Telescope is 100 inches in diameter and required five years to complete. It brings the moon in closer range than ever seen before by the eyes of men. The telescope is installed in the Mount Wilson Observatory and the photographs which are in this issue of the New Screen Magazine, are considered the most remarkable of their kind ever filmed. Cinema Luke has one of his funny battles with the artist that creates him. Grandfather Shuggart of Cohutta, Georgia, first used the revolving waiter at the close of the Civil War when servants were scarce. We are shown how it works and everything. Some very humorous extracts from actual letters received from applicants at the United States War Risk Insurance Bureau and a futurist movie of Billy Sunday completes this issue.

"TREMENDOUS DRAWING POWER"

READ

"I cannot help it - I must let you know what a tremendous drawing power your "ELMO" serial is - it is making good money for us
Every week new patrons are added."

Mrs J.A. Dostal Mgr
Ideal Theatre
Omaha Neb

"ELMO THE MIGHTY"

THE BIGGEST SERIAL IN YEARS

UNIVERSAL MADE

that wonderful Hearst

Rothapfel says

"WITHOUT question, the most thrilling and remarkable news picture I have ever seen in my career. The mere fact that you are keeping it in the News Reel certainly reflects credit on the International Film Service and the Universal. I think so well of this that I am going to hold it over for a second week at the CALIFORNIA THEATRE. This is something I have never done before in my career. No one can see this picture without talking about it, and no event in moving pictures will prove to have the same effect. I shall never forget it as long as I live."

S. L. ROTHAPFEL.

Riesenfeld says

"I HAVE just screened your pictures showing the actual work on German U-Boats in sending to the bottom three British Merchant vessels. These pictures are, beyond doubt, among the most thrilling scenes I have yet seen in any News Reel, and I want you to make up an extra print so that I may run them complete all next week in both the RIALTO and RIVOLI Theatres. Allow me to congratulate you, not only on your enterprise in securing such wonderful scenes, but in putting them out in your regular editions and at no extra cost to your clients."

HUGO RIESENFELD.

News № 46 Scoop

right out of the secret archives of the German Government

YOU

torpedoing merchant steamers

THE real goods—that's what this tremendous Hearst News Scoop is! No "play-acting" stuff this—but the grim game of war in its terrible reality—a picture of that heartless piracy that filled the heart of the world with rage—a picture that no one can see today without a thrill and a gasp—for they will be on board that U-boat—they will be sinking the helpless steamer with their shells! In all the world of pictures there has never been anything like this—for thrill or scoop!

PARTICULARLY note this fact! These amazing scenes are part of your regular reel. You get them at no extra cost. No wonder Mr. Hugo Riesenfeld marvels—for many another concern would have measured these scenes and compelled you to pay feature prices. Not so, International and Universal. International offers you Hearst News Reel No. 46 at no advance over regular cost, simply to prove once more that the Big News Three have no competitors in their chosen field. Book them—show them—and you, too, will scoop all competition.

International News
Universal Current Events
Hearst News

Issued by

International

Released by

UNIVERSAL

Play POLO!

10 Whirlwind Cyclone-Smith

TWO-REELERS — each Story complete in itself

"A Prisoner for Life"
"A Phantom Fugitive"
"The Wild Rider"
"Cyclone Smith's Come-back"
"A Pistol Point Proposal"
"Cyclone Smith Plays Trumps"
"The Missing Bullet"
"Down, But Not Out"
"Cyclone Smith's Partner"
"For Life"

UNIVERSAL MADE AND UNBEATABLE

LYONS-MORAN
STAR COMEDIES
UNIVERSAL MADE

"WOES OF A WOMAN"

If you, Mr. Exhibitor, had to write a screen comedy what would you put in it? The slapstick? And the seltzer bottle? And the unending chase in and out of hotel rooms?

We don't think so. We think you'll take two young married couples, like any two of your own friends, and put them in one of those very funny and very natural situations which come up constantly in every-day life—and your audience would understand it and be right with you every minute, and your comedy would make a hit.

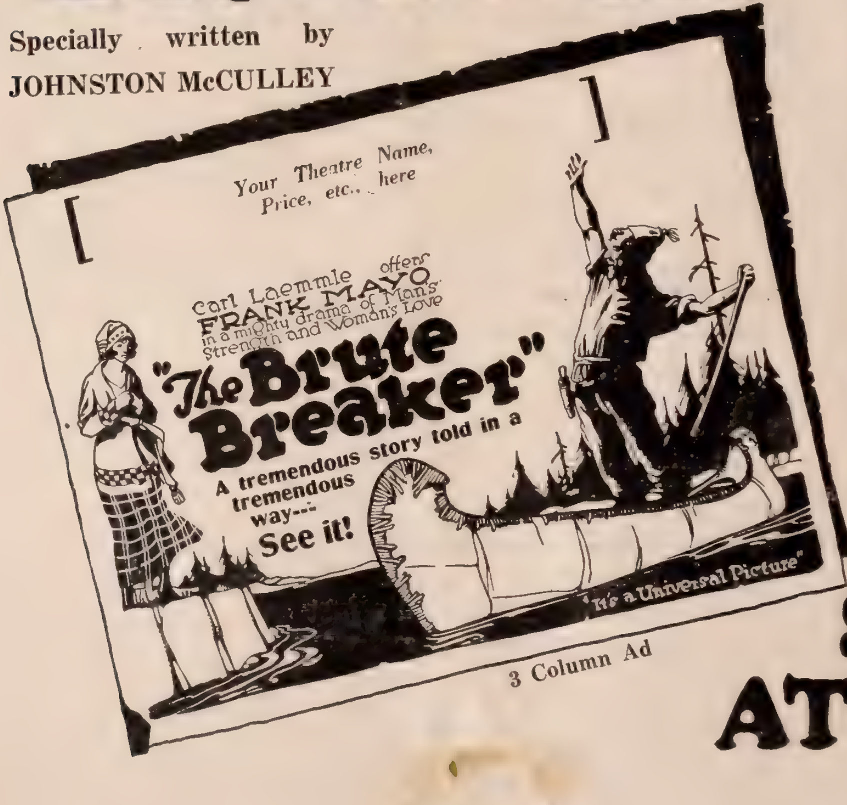
That, in a nutshell--is the reason for the success, all over the country, of Lyons and Moran. See "WOES OF A WOMAN" at your Universal Exchange. It's just exactly the kind of comedy which people nowadays want to laugh over.

UNIVERSAL MADE

Carl Laemmle *offers*
Frank Mayo
in a mighty drama of Man's strength and Woman's Love!

"The BRUTE BREAKER"

Specially written by
JOHNSTON McCULLEY



Your Theatre Name, Price, etc., here

Carl Laemmle offers FRANK MAYO in a mighty drama of Man's strength and Woman's Love

"The Brute Breaker"

A tremendous story told in a tremendous way--- See it!

"It's a Universal Picture"

3 Column Ad

READ

WHAT

"WID"

SAYS

"IRRESPECTIVE OF WHAT KIND OF A THEATRE YOU HAVE YOUR CROWD CANNOT HELP BUT LIKE THIS ONE.

"This is a good one. By all means, get it and go after big money with it.

"It appeals particularly to men, but the women will like it equally well, for they are great admirers of virile, red-blooded manhood.

"In the early beginning there is one of the best canoeing scenes I have ever seen, in which Frank Mayo comes down a series of rapids in a manner which shows that he is a real sportsman.

"Go after this one hard, and I think you will clean up with it. Play up the thrilling descent of the rapids, the forest fire scene and the burning of the settlement.

"Your patrons should do the rest, as it is the kind of a picture that will make them talk.

UNIVERSAL SPECIAL ATTRACTION

The Moving Picture Weekly

Vol 9. No 18
Dec. 20. 1919

Christmas Number
Universal Holiday Season

She broke the attendance at the Capitol, the biggest theatre in the whole world! Can you think of any young star whose name more readily calls to mind record-making super-productions? You recall—for you'll never forget—her marvelous artistry in "The Heart of Humanity." You remember with delight her wonderful dual role in "The Right to Happiness"—super-pictures both, that thousands of exhibitors have played—and are replaying—to the immense delight of millions and to their own box-office profit. And now, in "Paid in Advance," Dorothy Phillips has achieved still another record—drawing to the greatest picture palace in the world the largest crowds that New York's huge Capitol Theatre has ever seen.

What more do you want in a Star?

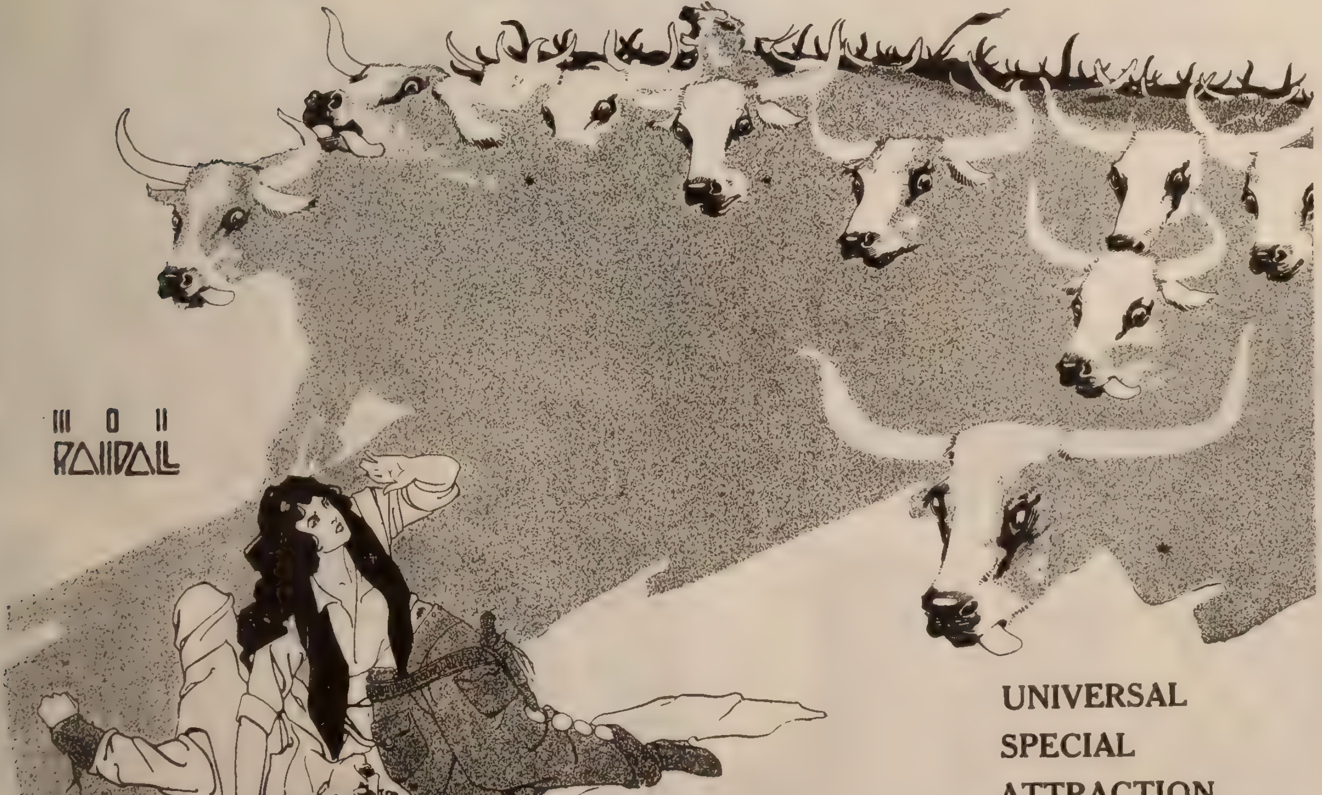
Dorothy Phillips

Frank Mayo and Edith Roberts

in

"LASCA"

SAYS John Morrell in the New York Review: "You will look upon a wonderful humanization of the passionate girl in Edith Roberts. Her dark beauty, her feminine impulses, her joy of living—these are brought forward with life-like attitudes. It is easily her finest performance, one which will make her heard from in the future."

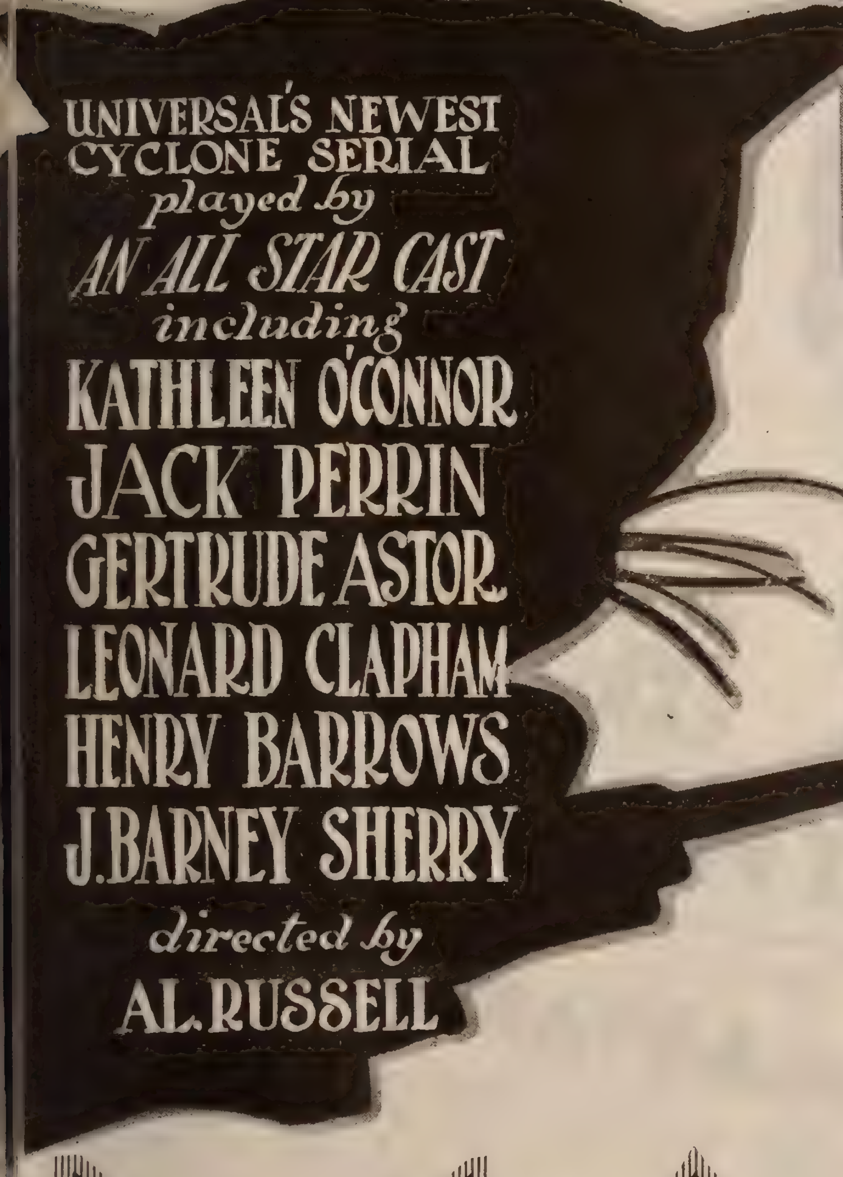


UNIVERSAL
SPECIAL
ATTRACTION
"A POEM IN PICTURES."

I am the strangest

Get ready for my first big ROAR!
The LION

character ever screened



UNIVERSAL'S NEWEST
CYCLONE SERIAL
played by
AN ALL STAR CAST
including

KATHLEEN O'CONNOR
JACK PERRIN
GERTRUDE ASTOR
LEONARD CLAPHAM
HENRY BARROWS
J. BARNEY SHERRY

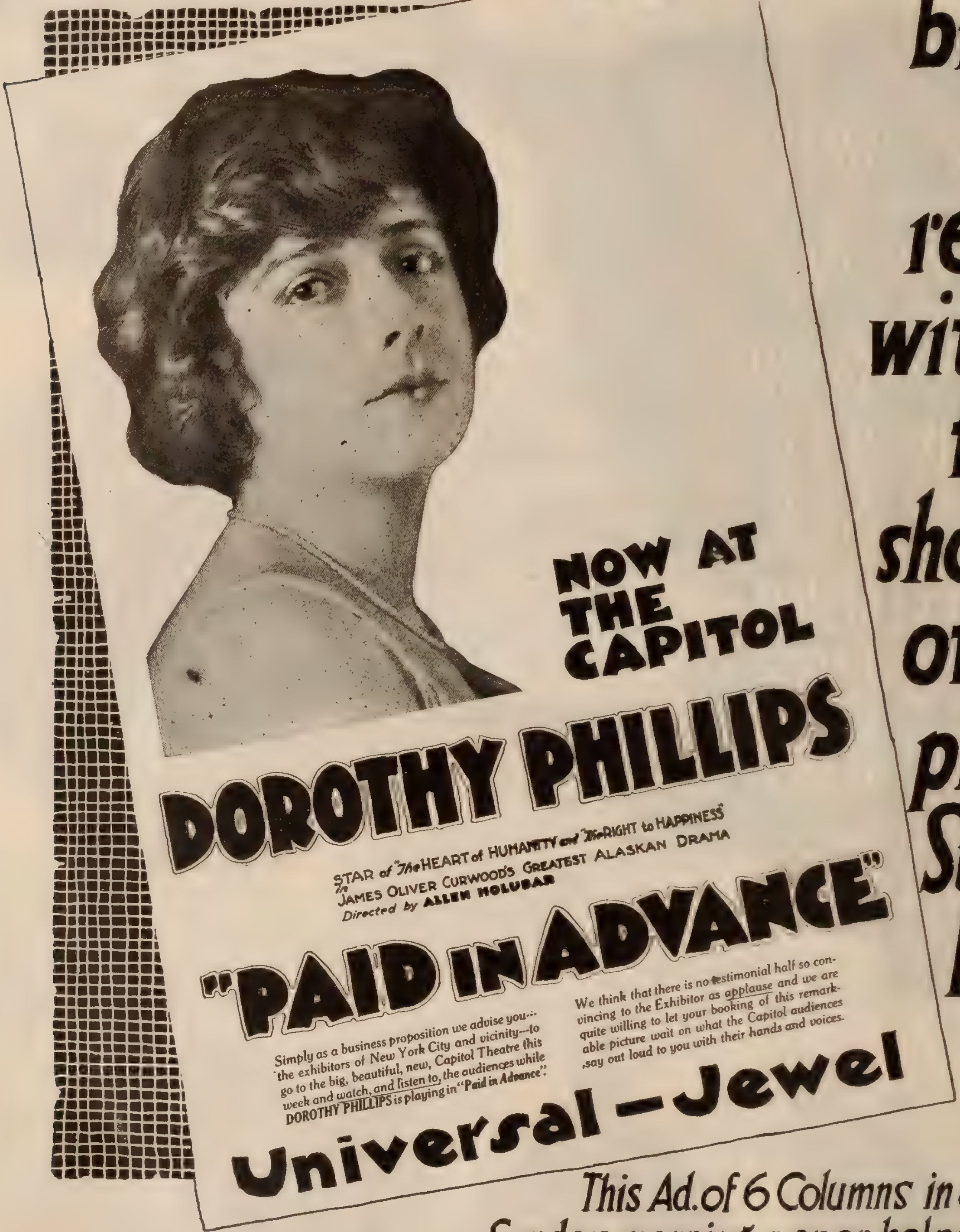
directed by
AL. RUSSELL

MAN"

Now Booking
Thru
Universal
Exchanges
Everywhere.

SEE IT
TO-DAY

The World's Biggest Theatre broke its record with the first showing of this picture Sunday Nov. 30th



NOW AT THE CAPITOL

DOROTHY PHILLIPS

STAR of "The HEART of HUMANITY" and "The RIGHT to HAPPINESS"
in
JAMES OLIVER CURWOOD'S GREATEST ALASKAN DRAMA
Directed by **ALLEN HOLUBAR**

"PAID IN ADVANCE"

Simply as a business proposition we advise you--the exhibitors of New York City and vicinity--to go to the big, beautiful, new, Capitol Theatre this week and watch, and listen to, the audiences while DOROTHY PHILLIPS is playing in "*Paid in Advance*".

We think that there is no testimonial half so convincing to the Exhibitor as applause and we are quite willing to let your booking of this remarkable picture wait on what the Capitol audiences say out loud to you with their hands and voices.

Universal—Jewel

This Ad. of 6 Columns in a New York Sunday morning paper helped pull the biggest crowd ever seen in New York's biggest, newest Theatre

If it's a Carey it's a hit!

"A first rate entertainment, with HARRY CAREY in a role suited to his own taste and that will please his admirers."
WID.

HARRY CAREY

IN HIS LATEST TRIUMPH

"A GUN FIGHTING GENTLEMAN"

UNIVERSAL SPECIAL ATTRACTION

Directed by
JACK FORD

Twenty-four sheet poster for "The Lion Man" Serial.

AT A GLANCE.

SUBJECT—"The Lion Man."

STARS—Kathleen O'Connor and Jack Perrin.

PREVIOUS SUCCESSES — Miss O'Connor with James J. Corbett in "The Midnight Man;" with Harry Carey in "The Gun Fightin' Gentleman;" Jack Perrin is star of many Universal Westerns.

PRODUCED BY—Universal.

RELEASED BY—Universal.

SUPPORTING CAST—Barney Sherry Henry Barrows, Gertrude Astor, Robert Walker, Phil Gastrock.

LENGTH—Eighteen episodes, two reels each.

PRODUCED FROM—Randall Parrish's novel, "The Strange Case of Cavendish."

DIRECTOR—Al. Russell.

ADAPTED BY—Joe Brandt and William Pigott.

SCENARIO BY—Karl R. Coolidge.

TIME—Present.

LOCALE—America.

THUMB-NAIL THEME—Stella Donovan, a girl newspaper reporter, assigned to cover a society circus, is hurled into a maelstrom of murder and intrigue. She does not know whom to trust. The unexpected man proves to be her friend. Throughout the production dramatic interest is intensified by the mysterious actions of "The Lion Man," a human with a beast's head.

CAST.

Frederick Cavendish	J. Barney Sherry
John Cavendish	Robert Walker
Enright	Henry Barrows
Jim Westcott	Jack Perrin
Stella Donavan	Kathleen O'Connor
Celeste La Rue	Gertrude Astor
Butler	Phil Gastrock
Bert Lacey	Leonard Clapham
The Lion Man	Slim Padget.

Story of the First Episode.

"THE FLAMES OF HATE."

FREDERICK CAVENDISH, a millionaire society man, is giving a society circus at his palatial home at Sea View. He has announced that no reporters will be admitted, and learning of this, Stella Donovan, a reporter on the "Times" determines to cover the affair. She is pursued by a motorcycle cop, but eludes him and reaches the grounds in a motor boat. She makes her way over a fence and followed by the guards, darts into a small tent, hiding. One of the performers is preparing for her stunts, and Stella ties her up and does the stunts for her—a wire walking exhibition and a high dive into a tank.

Frederick Cavendish discovers that his cousin and heir, John Cavendish, has brought Celeste La Rue, a somewhat notorious actress to this exclusive affair. He bitterly upbraids him, and their conversation is partly overheard by Stella. Also at the affair is Patrick Enright, Frederick's lawyer, who is secretly scheming with Celeste and John to obtain Frederick's wealth. Frederick tells Enright that he has decided to make a new will disinheriting his cousin, John. They proceed to the house, the will is made, and Enright, finding John, tells him of it. He hints to John that he should lose no time in obtaining that will and destroying it, so if anything should then happen to Frederick, the estate would legally be his. Stella now meets Frederick, confesses that she came to cover his circus, and accepting this good-naturedly, Frederick bids her to go to the house and prepare her notes.

Jim Westcott comes to see Frederick. Westcott is developing a rich mine in Arizona, and Frederick is secretly backing him. Westcott tells Frederick that the faction in Arizona endeavoring to obtain the mine has heard of his connection with it, and has threatened Frederick with death should he come to the mining country. Stella, coming to Frederick's den to borrow a knife to sharpen her pencil, hears Westcott state that, "If you do, it will mean your death."

Late that night, John Cavendish enters his cousin's library. The form of a man is seen there, and as John enters, he crouches into a chair. John deals him a heavy blow, fells him to the floor, and then searches the safe to find it empty. John goes to Celeste's room, and as they are discussing what happened, a carelessly tossed cigarette starts a paper basket blazing. The house is soon in flames. The guests and servants are all accounted for, but Frederick Cavendish. Stella determines to save him. Using some flying rings that served in the circus, she gets to Frederick's den, finds a man stretched out on the floor, but when she attempts to drag him to a window, the floor collapses, and she clings desperately to the window ledge, as the man's body disappears in a mass of flames.

Publicity for "The Lion Man" Serial

New Serial Adapted From Well-Known Novel.

"THE Lion Man," Universal's newest serial, was adapted to the screen from the novel, "The Strange Case of Cavendish," one of the most absorbing stories ever written. Randall Parrish, well-known author of such books as "The Devil's Own," "When Wilderness Was King" and "My Lady of the North," is the author of the book.

The story concerns Frederick Cavendish, a millionaire society man, who has distinherited his profligate cousin, John Cavendish, because of his intimacy with the notorious Celeste La Rue. Stella Donovan, a live-wire newspaper reporter, in attempting to rescue Frederick Cavendish from a fire, finds that he has been murdered and she suspects Jim Westcott, an Arizona mine owner, who was the last one to be seen with Cavendish.

Stella trails Westcott to Arizona, where an amazing web of evidence seems to implicate Westcott in the crime. A strange character, half man and half lion, haunts the Arizona desert at night, terrorizing the natives for miles.

Through a series of eighteen episodes this thrilling tale of love and intrigue runs, and the suspense holds until the very last, when the dramatic disclosure of the identity of the "lion man" clears up the baffling mystery.

The Universal Film Company selected two exceptionally popular stars for this serial; Kathleen O'Connor, former leading woman in the James J. Corbett serial, "The Midnight Man," and Jack Perrin, the handsome young western star. Miss O'Connor appears as the newspaper woman, while Perrin plays the role of James Westcott. Barney Sherry, who needs no introduction to any motion-picture audience, portrays the part of Frederick Cavendish, the millionaire. Patrick Enright, the lawyer, is played by Henry Barrows, the noted character actor, who played the part of the millionaire father of the twin girls in Dorothy Phillips' big success, "The Right to Happiness."

Gertrude Astor is seen as Celeste LaRue, the actress.

The production is being staged under the direction of Al. Russell.

Two of the players, including Miss Astor, were painfully injured and sustained broken bones during the filming of the production.

KATHLEEN O'CONNOR AN IRISH COLLEEN

KATHLEEN O'CONNOR, feminine star in "The Lion Man," the new Universal serial from the book, "The Strange Case of Cavendish," by Randall Parrish, was born in Dayton, Ohio, of Irish parentage.

After completing her schooling in Dayton, Miss O'Connor appeared in small parts with a stock company. Finally she prevailed upon her parents to allow her to go to Los Angeles and try her fling at the cinema world.

Like many other famous stars, Kathleen broke into the game as an extra with the Keystone company. But unlike a great many movie extras, she rose to stardom in a comparatively short time. Tom Mix, seeing the little Irish Colleen in a picture, in which she only played a small part, found out her name and before Miss O'Connor could catch her breath she had become Mix's leading woman.

After playing opposite Tom Mix, Miss O'Connor was obtained by Universal to play the feminine lead for "The Midnight Man" serial, starring James J. Corbett. The Universal company then realized that it had a star, and Kathleen was engaged to appear opposite Harry Carey in "A Gun Fightin' Gentleman."

When the question came up for choosing the star for the part of Stella Donovan, the dynamic and fearless newspaper reporter in "The Strange Case of Cavendish," Director Al. Russell had only one woman in view—and she was Kathleen O'Connor.

Miss O'Connor is one of those dazzling Irish blondes that men leave home and mother for. She is twenty-one years of age and proud of it; also unmarried, and more proud of that.

Lost at Sea.

ALTHOUGH he is only forty years old, Henry Barrows, the well-known Universal player remembered as the millionaire in Dorothy Phillips' success, "The Right to Happiness," says that he is the original Ancient Mariner of the Pacific.

Barrows plays an important role in "The Lion Man," the Universal serial, which will begin at the ——— Theatre ———. While on location with the company he volunteered to ease-up the load in a launch by riding in a row-boat hooked on behind the power craft.

The actor was lulled to sleep by the cradle-like swish of the evening sea and forgot the towing launch. When he awakened it was dark and he discovered that the row-boat was adrift. It had become uncoupled from the launch and the occupants of the launch had not noticed.

Without oars and without food or water, Barrows drifted around on the high seas for twenty hours. By some strange streak of luck he was blown to the Santa Cruz islands where a fast power boat took him in and overtook the company launch as it maneuvered around searching for the lost actor.

Kathleen O'Connor and Jack Perrin are co-starred in the Universal serial which was filmed from the successful novel, "The Strange Case of Cavendish," by Randall Parrish.

Supporting the stars in addition to Barrows are Gertrude Astor, Barney Sherry, Robert Walker and Phil Gastrock.

About Jack Perrin.

"JUST a regular guy!"

That's the best description that can be offered for Jack Perrin, the new star of the Universal. This young screen luminary is to be featured with Kathleen O'Connor in the new Universal serial "The Lion Man," from the book, "The Strange Case of Cavendish," by Randall Parrish.

Although born in Michigan, Jack Perrin spent most of his life in Los Angeles and is a graduate of the Manual Arts High School. His ambition had always been toward a screen career and when the opportunity presented itself of working as an extra on the old Keystone lot, Perrin jumped at the chance. It is a strange coincidence that Kathleen O'Connor and Jack Perrin after breaking into the picture game together at the Keystone should be reunited after three years in "The Lion Man."

The secret of Jack Perrin's phenomenal rise to fame lies in his naturalness. Off the screen and on, he is just the same natural good fellow. The young serial star is only 22 years of age, unmarried but somewhat susceptible to feminine charms, as a good-looking man of jet black hair and eyes, 180 pounds of well proportioned weight and six feet of height, is likely to be. While at school Perrin was prominent in football and baseball.

From the featured player in Universal two-reel westerns to a serial star is the record of this actor, who gives promise of becoming one of America's most popular young stars.

a-l-w-a-y-s

The Big Guns at the Army-Navy Game

A Great Close-up taken of the Football Game between Columbia and Brown Universities

ALWAYS FIRST

3

INTERNATIONAL NEWS
UNIVERSAL CURRENT EVENTS
HEARST NEWS

Issued by
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UNIVERSAL

the best "shots"

President Carranza of Mexico

PRECISELY that same spirit of unbeatable enterprise which gives you your scoops and your beats when you run the BIG THREE of the News World gives you the best shots of every international occurrence from the North Pole to the South Pole on every parallel of longitude. Look over any International News Service reel for good shots and fine close-ups, and you'll agree with us. This simply represents a rounding out of the finest News Service in the whole world today. Take advantage of this service—or your competitor will.

The Prince of Wales and Col. Theodore Roosevelt

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
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PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*

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Vol. 9. DECEMBER 20, 1919. No. 18

This Young Lady through the International News Wishes You

A Merry Xmas
and a
Universal Holiday Season

THE POINTING FINGER.

MARY, oldest orphan of the Orphanage of Brotherly Love, is greatly fascinated by the matron's wardrobe. Suddenly the matron leads John Grosset, trustee and chairman of the donation committee, into the office next to the room where Mary is parading in the borrowed clothes. Mary terrified, escapes through the window to her room and hides the clothes. Grosset has brought some money to leave in the safe over night. He returns that night and steals the money. Escaping, he sees Mary running away and plans to have the blame laid on her.

In a small hotel Mary is told she must pay in advance. Believing she has no money she opens her bag and discovers two dollars. She is a thief, but she pays the two dollars for her room. In a paper she reads that the orphanage was robbed and a runaway girl suspected.

William Saxton, an old man who collects rare insects, advertises for an assistant. Mary is told that she is too pretty. Returning to the hotel she persuades a scrub woman to change clothes with her. She twists back her hair, puts on glasses and secures the position. One night David, Saxton's grandson, sees Mary without her disguise. He suddenly becomes greatly interested in bugs. Mary finally confesses to David who she is and they fall in love. Mary sends her first salary to the orphan asylum.

Grosset comes to Saxton for a donation, and the old man gives him something from a wall safe. Interested in the safe, Grosset is present at a lawn fete held at Saxton's house. Mary, persuaded by David, has borrowed a dress and is with the guests. She sees Grosset and recognizes him, follows him and sees him make the robbery. David has followed Mary and finds her standing with Grosset, who has the booty in his hands. Grosset puts the blame on Mary, denouncing her as the girl who stole the money from the orphan asylum. Mary does not deny that she has stolen the money. Grosset attempts to leave, when a commanding voice says, "Wait a minute." They turn to see old Saxton. Mary tells them everything, and the old man turns his back as David takes Mary in his arms.

Virginia Faire, Beauty Contest Winner. Now with the Universal.

MR. CARL LAEMMLE of the Universal Film Company has developed a new method of dealing in "futures." By a recent contract, Virginia Faire, a beautiful New York girl, sixteen years of age, was apprenticed to the Universal until she shall reach her majority. Miss Faire was one of the winners in a "Fame and Fortune" contest recently staged by the Motion Picture Magazine and Motion Picture Classics, Inc.

In this contest twenty-five of the most beautiful young women in the United States were filmed in a screen Symposium entitled "A Dream of Fair Women." Miss Faire was one of the four picked by competent art critics as being the most promising for motion picture fame.

The Universal lost no time in engaging Miss Faire, and because of her novel entrance into the film world arranged with her parents to "apprentice" her for five years. The apprenticeship was authorized by the New York State Supreme Court.

Miss Faire is already on her way to Universal City, Cal. She soon will appear in her first picture. She is a likely addition to the brunette side of the great screen controversy.

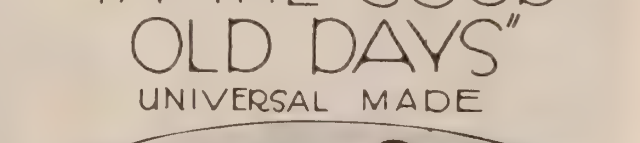
"Good fun in good clothes" is the way to describe a Lyons-Moran Star Comedy. Clean, bright and wholesome—as up-to-date as your wife's new hat. What more do you want?

LYONS MORAN

Star Comedy

"IN THE GOOD OLD DAYS"

UNIVERSAL MADE



William Stowell and Dr. Armstrong Killed in Africa

The late William Stowell.

THE entire motion-picture world as well as the general public throughout the United States will be shocked to learn of the death of the well-known actor, William Stowell, and Dr. Joseph R. Armstrong, well-known resident of Los Angeles, who were killed in a train wreck near Elizabethville, Belgian Congo, South Africa on December 2nd. Mr. Stowell's neck was broken and he died thirty hours afterwards. Dr. Armstrong who was one of the best-known physicians in the Los Angeles Motion Picture Colony and the father of Edith Robert, died six hours after the accident from concussion of the brain. Three other members of the expedition sent to Africa by the Smithsonian Institute in connection with the Universal Film Manufacturing Company for the purpose of getting educational and travel pictures, were injured.

Mr. Stowell's sudden death was particularly shocking to New York because Mr. Stowell took a very important role in "Paid In Advance," which was playing at Capitol Theater at the time of the accident. His work in "The Heart of Humanity" and "The Right To Happiness" had served to give him a great measure of prominence to which he was richly entitled.

A cable announcing the accident was received by Carl Laemmle, Universal's president, from the Edward N. Thierry, the N. E. A. correspondent with the expedition and conformed by wire from Universal City, California. The entire Universal staff in California and New York were shocked beyond words.

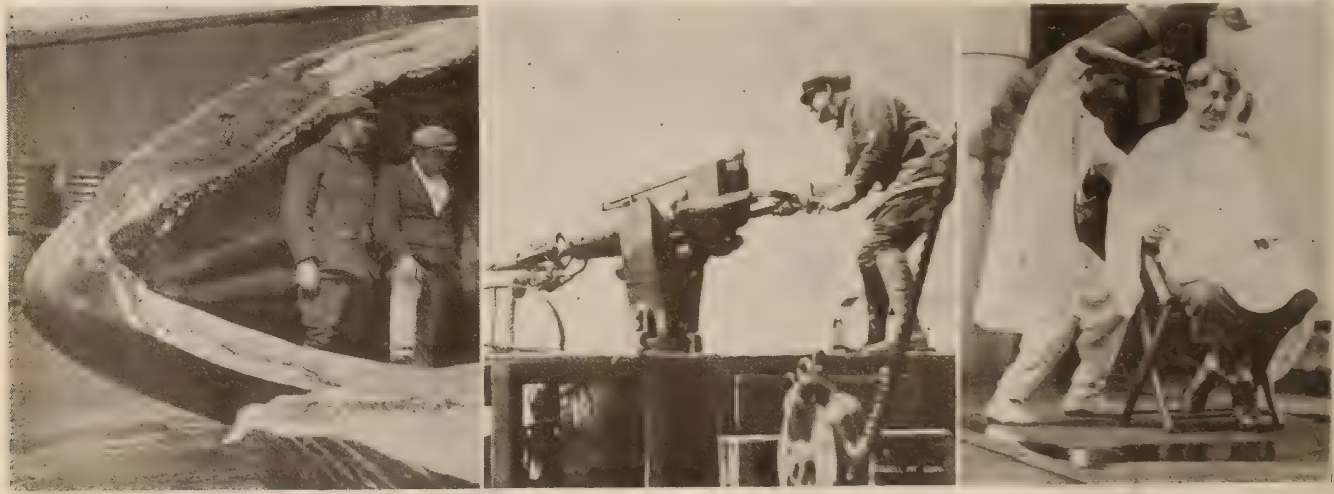
The injured according to the cable report are, Pliny Horne, cameraman, cut and body bruises; Henry Noel Kohler, laboratory expert, body injuries, reported not serious, and Edward M. Thierry, N. E. A. newspaper correspondent, head lacerations and severe shock.

Five members of the Expedition left Sakania in a special coach for Elizabethville and were coupled on a train of six freight cars, and one tank car. The tank car was evidently the last car on the train. It become uncoupled on a siding fifty miles north of Sakania, and ran down grade crashing into the special coach. The report says that native woodcutters extricated the injured and carried them to their huts where they remained for sixteen hours without medical aid. A relief train from Elizabethville which had been sent for reached the scene of the accident sixteen hours later, and more than twenty-four hours after the accident the injured were brought to a hospital in Elizabethville. William Stowal was alive when brought to Elizabethville but died a few hours later in the hospital. Several natives, the report says, were also killed.

Henry C. Raven and Homer Shantz, two other members of the expedition, were in Rhodesia at the time, and Edmund Heller, field leader, and George Scott, chief cameraman, were in Boira, a port in Portuguese East Africa, at the time of the accident.

William Stowell was born in Boston, Mass., and was 38 years old. His correct name was William H. Stowell Farr, but he has been known as William Stowell since entering motion pictures, almost nine years ago. He was the son of the late Mr. and Mrs. Daniel T. Farr. Mr. Stowell was with the Selig Company four and a half years, the American Company one and a half years, and up to his death had been with Universal more than two and a half years. He is survived by an

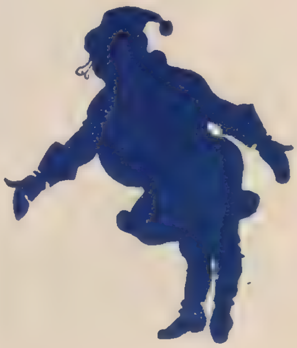
(*Continued on page* 35)



Two scenes from a whaling expedition off the coast of Africa in which Mr. Stowell took part, and Dr. Armstrong getting his first African hair cut.

ONLY a few days more and old Father Santy will be here. What will your audiences find in their stockings from you? There never was a time in history when it was more up to you to make your patrons happy with gifts of finest entertainment. If you haven't yet taken on a great big list of Specially Selected Universal Holiday Pictures get busy today—the time is short. Every picture, big or little, in this Holiday Section is hand-picked. They'll crowd your house and charm your patrons. Don't put this issue of the Weekly down until you've filled every place in your holiday program with a Universal Holiday Picture.

UNIVERSAL
Jewel
1600 Broadway, New York



"capacity"

"Opened to capacity houses all day. Theatre crowded and people standing till eleven p. m."

James Tell, Mgr.,
Strand Theatre,
Cleveland, O.

Carl Laemmle presents

DOROTHY PHILLIPS

in the

Universal-Jewel-Super-production
Produced under the direction of
Allen Holubar
The Greatest Love story ever told

"The RIGHT To HAPPINESS"

Universal Holiday Season
Specially Selected Pictures

"net profits"

"People came from far and near to see 'The Right to Happiness.'
"The net profits were more than gratifying."
W. F. Price,
Baldwin, Wis.

Carl Laemmle presents

DOROTHY PHILLIPS

in the
Universal-Jewel Super-production
Produced under the direction of
Allen Holubar
The Greatest Love story ever told

Universal Holiday Season
Specially Selected Pictures

"The RIGHT To HAPPINESS"

Universal Holiday Season
Specially Selected Pictures

"Dramatically, the striki
talent of Dorothy Phillip
hard to believe it is or

DOROTHY

IN ALLEN HOLUBAR'S

"The RIGHT

THE GREATEST LOVE

Surely you have read much of the widespread praise that critics and public have showered on Dorothy Phillips and this marvelous super-picture! Surely you MUST KNOW that here is a tried and tested success!

UNIVERSAL-JEWEL

Universal
Holiday
Season
Specially Selected
Pictures

element of the play is the
n the dual role. It is
nd the same woman."
BOSTON GLOBE

PHILLIPS

IARVELOUS PRODUCTION

o HAPPINESS"

TORY EVER TOLD

Then there's only one question to ask—a personal question from US to YOU—"Have YOU played 'The Right to Happiness'?" If your answer is "Not yet"—then no matter how small your town, there's big money waiting for you. Make that money NOW.

SUPER-PRODUCTION

"big business"

"Absolutely broke all records for attendance any picture shown at this theatre."
Sun Theatre,
Omaha, Neb.

Carl Laemmle presents

DOROTHY PHILLIPS

in the
Universal-Jewel Super-production
Produced under the direction of
Allen Holubar
The Greatest Love story ever told

"The RIGHT To HAPPINESS"

Universal Holiday Season
Specially Selected Pictures

"phenomenal"

"Did phenomenal business on 'Right to Happiness' even with the steel strike. A great picture."
L. G. Shephard,
Majestic Theatre,
Pueblo, Colo.

Carl Laemmle presents

DOROTHY PHILLIPS

in the
Universal-Jewel Super-production
Produced under the direction of
Allen Holubar
The Greatest Love story ever told

Universal Holiday Season
Specially Selected Pictures

"The RIGHT To HAPPINESS"

In a 500-word review, The Morning Telegraph of New York City says:

"In the opinion of this reviewer, the Capitol is running one of the three best pictures of the year this week. Its title is "BLIND HUSBANDS," and it is the production of Eric von Stroheim. For detail, atmosphere and penetrating character drawing it is in a class by itself. It would be possible to write at length of the scenic beauties of the picture. It catches the very air and soul of the mountains."

"BLIND HUSBANDS"

Von Stroheims Wonderplay

A

UNIVERSAL-JEWEL PRODUCTION DE LUXE

Offered by

CARL LAEMMLE

UNIVERSAL

The same reviewer further says:

"Mr. Stroheim's analysis of the character of the officer is a real achievement. It isn't a pretty picture he draws of Von Steuben, but it is a remarkably accurate one. And his acting of the role is immensely clever."

"Francelia Billington, as the wife, and Sam De Grasse, as the husband, also do notable work."
"It is an artistic achievement."

"BLIND HUSBANDS"

Von Stroheim's Wonderplay
A
UNIVERSAL-JEWEL PRODUCTION DE LUXE
Offered by
CARL LAEMMLE

PICTURES

Mrs Joe Martin says—

"A BABY DOLL BANDIT" is my first public appearance in a Sex Play. Modestly putting aside my own personal feelings in this delicate matter, I'll admit that "A Baby Bandit" is the best of all my copyrighted Imitations-in-Triplicate. In this picture I fool nearly the whole audience into believing that I am a man—and a bad bird, at that—chimpanzeeing around with another man's wife. Many of your people will laugh at this, but sex stuff makes me laugh, too. Anyway—you know and I know, what it is that really brings 'em in.

Thereby hangs my tail,

MRS. JOE.

"A BABY DOLL BANDIT"

Universal Holiday Season
Specially Selected Pictures

UNIVERSAL JEWEL

A Century-made Comedy directed by Fred C. Fishback

Mrs. Charlie Chaplin

(Mildred Harris)

THERE'S many a theatre that has shown "When a Girl Loves" and "Borrowed Clothes," but woke up too late (they thought) to play "The Price of a Good Time." Why, man! That's the picture that made Mildred Harris a star almost overnight! That's the picture that lifted an absolutely **unknown** actress into company with the most appealing favorites of the screen. Play it? Of course you'll play if it's new to your patrons—you can't do them a bigger favor. Next comes the play that proved that Mildred Harris wasn't a flash-in-the-pan—"The Doctor and the Woman"—made from Mary Roberts Rinehart's famous Serial "K"—one of the prettiest love-stories ever put on the screen. And next, a perfect **gem** of good society comedy drama—with a zip and a kick and a throb in it—as tantalizing as a pretty girl's wink—"For Husbands Only"—absolutely the cleverest thing that Lois Weber, the Belasco of the Screen, ever created—if you haven't played this picture, you and your theatre and your patrons have simply **missed out.** Take down all these titles—look over your schedule—throw out those that look doubtful—put in any one or all of these five Harris successes.

For the Holiday Season we suggest you show
"HOME" and "FORBIDDEN"

Universal Holiday Season
Specially Selected Pictures

UNIVERSAL
Jewel
1600 Broadway New York

Universal Holiday Season
Specially Selected Pictures

The Manager of the World's largest theatre, says:

"—at the end of the week in which we showed the first of this series...... I am delighted to tell you of the keen interest this little picture created....... we are particularly pleased with the results"

E. J. BOWES
MANAGING DIRECTOR
CAPITOL THEATRE

CARL LAEMMLE
has the honor of presenting
NUMBER FOUR OF THE

STAGE WOMEN'S WAR RELIEF SERIES

OF TWO-REEL PHOTOPLAYS-DE-LUXE

"AN HONORABLE CAD"

BY FREDERIC ARNOLD KUMMER

Universal Holiday Season
Specially Selected Pictures

With this remarkable cast

YVETTE GUILBERT
EDMUND BREESE
SHELLEY HULL
ETHELBERT HALES
JULIA DEAN
PHOEBE FOSTER
Mrs J. M. PIERCE
Mrs WILLIAM FARNUM

DIRECTED BY
GEORGE TERWILLIGER
SUPERVISION
EUGENE SPITZ

RELEASED THRU UNIVERSAL-JEWEL

Funnier than a Circus
Makes even Lions Roar!

See –
"WILD LIONS and WEAK MINDS"

WHERE SHALL I GO FOR LUNCH ?

the newest of the up-to-date fast-action 2-Reel

Century Comedies

Universal Holiday Season
Specially Selected Pictures

DIRECTED BY –

FRED C. FISHBACK

SEE IT NOW
AT YOUR **UNIVERSAL** EXCHANGE

"For ACTION few productions

HERE'S one Serial made as every Serial ought to be made—a constant, quick-fire succession of tremendous punches with a real story and just enough "love stuff," a beautiful heroine and a mystery character—say!—we're giving away the recipe to our competitors! But we don't care. If ever or never you've played a Serial play this one now!

EILEEN SEDGWICK

Cleo Madison and Bob Reeves

in

UNIVERSAL'S WONDER SERIAL

MADE BY PACIFIC PRODUCING CO.

"The GREAT RADIUM

have come up to it - it sure does contain a thrill a second!"

WID

Universal Holiday Season
Specially Selected Pictures

"To attempt to portray what happens and include the details is next to impossible - - from beginning to end this serial is a rapid succession of fights, falls, shootings, in all kinds of atmosphere and in a varied assortment of settings." WID

It's a landslide!

Released thru
Universal.

MYSTERY"

Directed by
Robt. F. Hill

Yes! It's an 'Action'-Western

HERE'S the latest little Western packed reel full of breath-catching thrills enough to fill a regular special—and just long enough to gallop at full speed all the way. An action two-reeler—the kind that puts "zip" into your program and keeps the fans agog with excitement. Watch for the Action Westerns every week.

"The Counterfeit Trail"

Featuring

MAGDA LANE and ED. J. HENESSEY

Universal Holiday Season
Specially Selected Pictures

"UNIVERSAL
always did make the best Short Stuff"

"UNDER SUSPICION"

with

ORA CAREW

"Are all b-b-burglars s-s-so ha-ha-handsome?"

"Aunties faints are so inconsiderate!"

"A SPLENDID drama and one that deserves to be listed among the season's best films. It is likely to earn a high degree of public popularity," says the Trade Review, while Harrison reports: "It is not very often that crook plays, as entertaining and as free from demoralizing influences as this one, are released. It is thoroughly enjoyable—suspense runs high, and many comical as well as thrilling things happen."

UNIVERSAL SPECIAL ATTRACTION

Could anyone say more!

Wid says:—

"Smashing good picture full of action, moves fast and keeps you on your toes all the time, and the Star is there with a wallop.

"Irrespective of what kind of theatre you have your crowds cannot help like this one.

"By all means get it and go after big money."

Carl Laemmle *presents*

FRANK MAYO

in

JOHNSTON McCULLEY'S
GREAT STORY

"The BRUTE BREAKER"

UNIVERSAL
SPECIAL
ATTRACTION

CURRENT EVENTS

No. 49.

Training Thrills With Italy's "Devil Dogs."—Taranzo, Italy.

Sub-Titles.—King Victor's Marines take to the water like ducks—and swim like fish. "Paddle your own canoe." An overturned boat doesn't worry an Italian marine.

A Doll Fashion Show!—Society women prepare artistic modes in minature to aid poor kiddies.—*Seattle, Wash.*

Sub-Titles.—Designs that would dazzle Dame Fashion herself. Latest in doll lingerie. But we know a little girl who prefers the conventional doll of every kiddie's playroom.

Bumping the Bumps.—A "Rattling good sport" is what this auto enthusiast calls this latest fad—it is!—*Boston, Mass.*

Sub-Title.—The cameraman has not been able to make a picture since—he says one arm and two legs are fractured.

Call for Mr. Darwin!—Government expert says "Joe"—the Zoo chimpanzee—has finger prints like those of a man.—*New York City.*

Sub-Titles.—A mild protest from "Joe," who has certain scruples about leaving his finger prints carelessly about. Printing the fingers of a man. Shadows of a Missing Link! They do look alike!

When Push Counts.—Field Artillery Men on Mexican border duty keep fit with lively sport.—*El Paso, Texas.*

The Capital Bunny.—John W. Grey—"rabbit fiend"—selects a choice specimen for presentation to the President.—*Chicago, Ill.*

Sub-Titles.— Shampoo — manicure —everything except a shave. The White House bunny.

Water vs. Booze.—Prohibition has not lessened the vast quantities of H2O in the great Kensico Reservoir. —*Kensico, N. Y.*

Sub-Titles.—Insignificant man! But consider the mighty creations of his brain and hands. More than 1,600 nozzles throw 375,000,000 gallons of water daily into the air to purify it for New York's teeming masses.

In the Public Eye.—Julius Rosenwald and Labor Secretary Wilson attend President's new Industrial Conference.—*Washington, D. C.*

Sub-Titles.—Herbert Hoover, Oscar Straus and Professor F. W. Taussig, members of the Conference which seeks to solve the problems of industrial unrest. In France—former Premier Viziano, who has been returned to the Chamber of Deputies in the French Election over Socialist opposition. Captain Andre Tardieu, supporter of Clemenceau, the former French High Commissioner to America, who has been re-elected to the Chamber of Deputies.

Fighting the Flames at Midnight Fire.—Baltimore, Md.

Sub-Title.—Striking pictures of the blaze that destroyed property worth a million dollars at Johns Hopkins University.

"Treating 'Em Rough" With the Border Tank Corps.—El Paso, Texas.

Sub-Titles.—Boys of the land battleships keep in trim for Mexican developments with a little "knock-down and drag-out" practice. "Advance" means only one thing to the tanks—"git there!" Solved! Science learns at last what happens when irresistible force meets an immovable body.

Trailer Helps Save Lives.

Sub-Title.—In 1918 tuberculosis killed 150,000 persons in this country —an economic loss of $1,200,000,000. You can prevent this sacrifice.

Buy Red Cross Seals.

INTERNATIONAL NEWS

No. 50.

South Pays Tribute to General Pershing.—Columbia, S. C.

Sub-Titles.—Dixie's prettiest daughters honor the Chief of American Army. Through flower-strewn lanes to South Carolina's Capital. On board a Navy yacht for a visit to Charleston. Inspecting the terminal from which thousands of troops embarked for Europe. At the Citadel, Charleston's great military academy. A review that would do credit to West Point.

Lifts a Million Pounds.—World's largest crane christened at League Island Navy Yard.—*Philadelphia, Pa.*

Sub-Titles.—A tiny sponsor pulls the rope that breaks a bottle of champagne. And the mighty giant shows his appreciation by lifting two great locomotives—just as easy! Also a few hundred thousands odd pounds of iron to show he's not tired.

Record Fur Prices Mean Bre'er Fox's Doom.—Saranac Lake, N. Y.

Sub-Titles.—Snow time finds the Adirondack trapper busily at work. With the trap deftly concealed in the snow. It is only a question of time before Mr. Fox finds himself in trouble. And in the next chapter Mr. Fox is a costly pelt for milady.

In the Public Eye.—The new Secretary of Commerce, Joshua W. Alexander, of Gallatin, Mo., for many years a member of Congress.—*Washington, D. C.*

Sub-Titles.—Colonel E. H. R. Green, son of Hetty Green, and Mlle. Jennie Turpaid, the 9th French war orphan he has adopted. New York City. A real public eye filler—Master Lennie Mason, the fattest boy in the world. He weighs 420 pounds and eats three dinners for breakfast. Leicester, England.

Opera House Burns.—Famous French institution—only one in America—destroyed by fire.—*New Orleans, La.*

New Scenes in Lady Astor's Triumph.—Plymouth, England.

Sub-Titles.—Starting out on the final tour for votes in the campaign that resulted in an American girl being the first woman to enter Parliament. Striding through the streets of the constituency she now represents in the House of Commons. Lord and Lady Astor wearing the victory smile after the successful election. Besieged by cheering admirers. With her sister, Mrs. Paul Chipps, and Lady Cynthia Curzon.

The Coal Famine.—Poor forced to invade snow-clad woods for substitute fuel.—*Bismarck, N. D.*

Sub-Titles.—Typical scenes in a mid-west forest—needy families gathering fire wood in zero weather. Shortage following bituminous mine tieup hits even the children. A day's hard work done and home 50 miles away.

With the Speed Kings.—Always a thrill when motor manics get together.—*Los Angeles, Cal.*

Sub-Title.—Death curve—but what do they care.

Testing the Big Guns On Guard Over New York.—Sandy Hook, N. J.

"IN THE GOOD OLD DAYS."

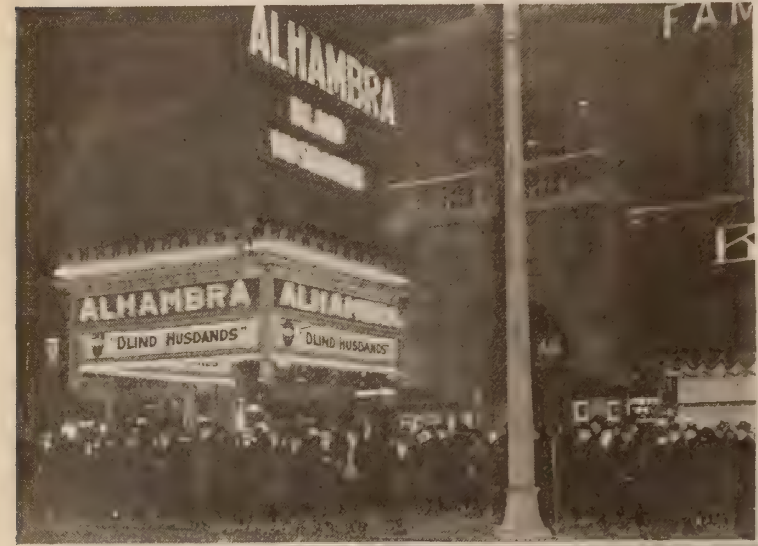
Lyons-Moran One-Reel Star Comedy.

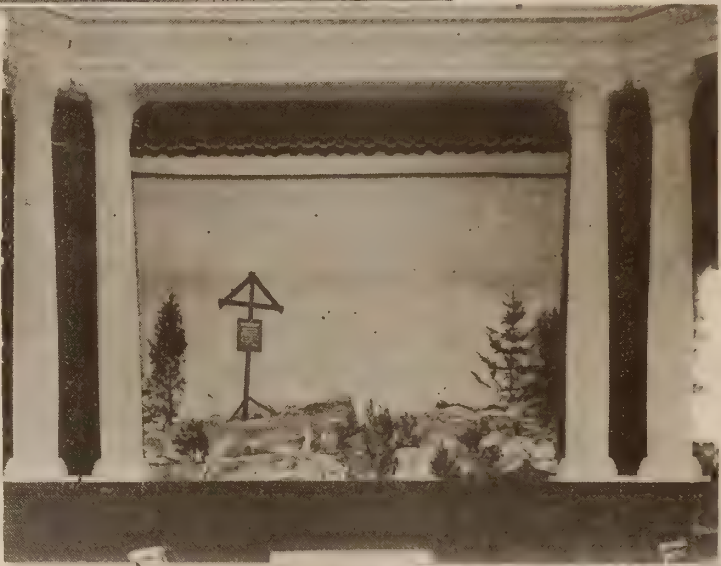
CAST.

The Cabby	Lee Moran
Mr. Rose	Eddie Lyons
Mrs. Rose	Edith Roberts

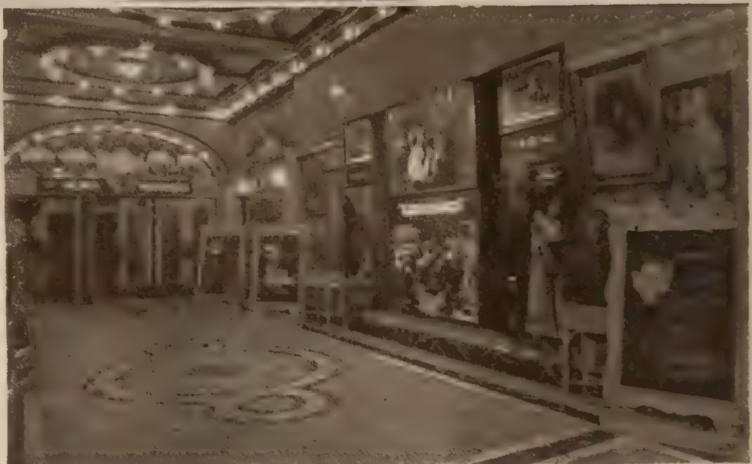
MR. ROSE is out on his usual evening spree, the main idea being not to reach his home until his mother-in-law has gone. But, unluckily for him, she has a wild desire to stay with her abused daughter, and wait for him with a rolling-pin in one hand and her temper in the other. He finally drives home in a cab and tells the cabby to wait for him in case of emergency. The emergency comes. Wifie and mother follow Mr. Eddie Rose and his friend the cabby to a cabaret, where they find them trying to outdo the cabaret dancer by showing her one or two shimmies all their own. Of course, friend mother-in-law breaks up this little party, and, taking refuge in the cab, they drive on furiously until they come to a Turkish bath. In their desire to escape the pursuing women, they do not stop to read the sign that says "Ladies' Night," and dive right into the first shower. From behind the rubber curtain they see what they think to be mermaids in the pool and they are having a lovely time splashing them, when they slip and fall in. And then enter friend mother-in-law and wifie. The final close-up shows mother-in-law getting the ducking of her life.

"Blind Husbands" is Opening the Ey





Three views of Tom Sax's fine Alhambra Theatre in Milwaukee, showing the front with a fine illumination and the crowd on the opening up. The stage setting which follows one of the impressive scenes and the spacious, beautifully decorated lobby.



A close-up view of this lobby would teach something to 99 out of a hundred exhibitors who fail in lobby display.

"BLIND HUSBANDS" is just one more rung in the ladder which Universal has erected to those Heights called Better Pictures. Its instant and unequivocal success throughout the country has proclaimed "Blind Husbands" one of the biggest and most exquisite productions of this entire year. Several cities have had an opportunity to see it before New York, where it was shown at the Capitol Theatre last week. On the opposite page we will permit the New York Times to tell you what New York thought of it. Milwaukee is one of the favored cities which got the drop on New York with "Blind Husbands." The illustrations on this page show how Tom Sax handled the production at the Alhambra Theatre. The following article is reprinted from the Motion Picture News of Dec. 13:

FISHER AND HIS MOTTO WINS AGAIN.

"Never do a good thing wrong," is the motto of George Fisher, manager of Tom Sax's Alhambra Theatre in Milwaukee. And what a chance he had to prove this—a good theatre and a good picture. Fisher put in a high-class lobby display that made all others "fade out" when he played "Blind Husbands" two weeks ago.

He gave his poster artist orders to do his best—get out some real high-class one sheet posters of original design. Then he gave instructions to put the title up in lights on the marquee. And last, but not least, the stage setting. The Alhambra has a good stage for specially designed settings, and the wonderful scenes in the production gave Fisher the opportunity to beat his best effort in stage settings. The scene was the top of the high mountain shown in the production, and was the spot marked by a post where a man had paid the price for interfering with another man's wife. Fisher had the audience clamoring for the picture soon after this scene was shown.

There is no need to detail further, the accompanying lobby photograph with the lines of people is proof of this effort. Newspaper advertising aided the manager in drawing the crowd, and he didn't use it sparingly. "Blind Husbands" is a production, according to Fisher, that draws with only a little exploitation. "But make your exploitation high-class," he adds.

es of the Country to Better Pictures

WHAT THE NEW YORK TIMES SAID.

IN its issue of December 8th the New York Times' motion picture critic has this to say about "Blind Husbands," and very little to say about any other, though Charlie Chaplain and Will Rogers appeared in new pictures at the Strand, Ethel Clayton and Fatty Arbuckle at the Rivoli and Constance Binney at the Rialto. They got very little space.

THE SCREEN.

MANY who saw Eric Stroheim as a Prussian villain in "The Heart of Humanity" and other war films may have wondered, because he seemed so completely designed for his part and nothing else, what he would do when the public no longer demanded a Hun to hiss. If they will go to the Capitol Theatre this week and see "Blind Husbands" they will know that whenever Mr. Stroheim desires to give up acting, or is not required in pictures, he can devote all of his time to directing—and if the promise that is borne of his first performance as a director is fulfilled the screen will be greatly enriched.

"Blind Husbands," as it stands, is superior to most of the year's productions, and, more importantly, its outstanding pictorial quality indicates that Mr. Stroheim, unlike many directors, graps the fact that the screen is the place for moving pictures and that whatever is to be done on it with artistic finish must be done pictorially. So many directors use moving pictures chiefly to ornament and enliven their stories. They do not depend upon them in crises. Whenever dramatic moments come, or when plot is to be unfolded or carried forward, they turn to familiar, but ineffectual words. But Mr. Stroheim, although he has not done all that he might in the elimination of text, has evidently relied principally upon pictures, and in a number of his dominating scenes there are no words at all, only eloquent pictures, more eloquent than words could ever be.

The climax of the play comes when two men, an Austrian Lieutenant, a "love pirate" and "lounge lizard," and an American surgeon, a man of worthwhile ability, climb one of the peaks of the Dolomites together. The Austrian has boasted to women of the mountains he has climbed and he has influenced the surgeon's neglected wife, but when he stands before the steep side of a real mountain he is adequate only as to his faultless Alpine costume. He does not choose to climb, but he must. The other man has forced him to it. As he goes up he weakens, while the other increases in strength, and when the two stand alone on the pinnacle one is the master, and the other a contemptible thing. The story gives dramatic suspense to this scene, but the suspense is heightened, the scene is developed to its full power, by pictures, for which no words are needed and few are used. And so in smaller scenes, in their intelligibility of action and genuineness of setting, Mr. Stroheim has worked and succeeded with the camera.

He needed, of cours, competent actors, and found them in himself as the Austrian Lieutenant, in Sam de Grasse as the surgeon, and in Francelia Billington as the woman. H. Gibson-Gowland, as an Alpine guide, and others in supplemental roles met all requirements for background and atmosphere.

By its pictorial quality, therefore, "Blind Husbands," not especially original in plot, and weakened somewhat by its resort to the well-worn information from the spectators, is interesting throughout and at times supremely compelling. Some of the scenes are continentally frank, but they are not offensive, nor more suggestive than is necessary to present the triangle of the self-absorbed husband, the neglected wife, and the human bird of prey.

It ought to be added that Mr. Stroheim originally named his production "The Pinnacle," and, according to report, seriously objected when the cheapening title, "Blind Husbands," was plastered on it by the proprietary company.

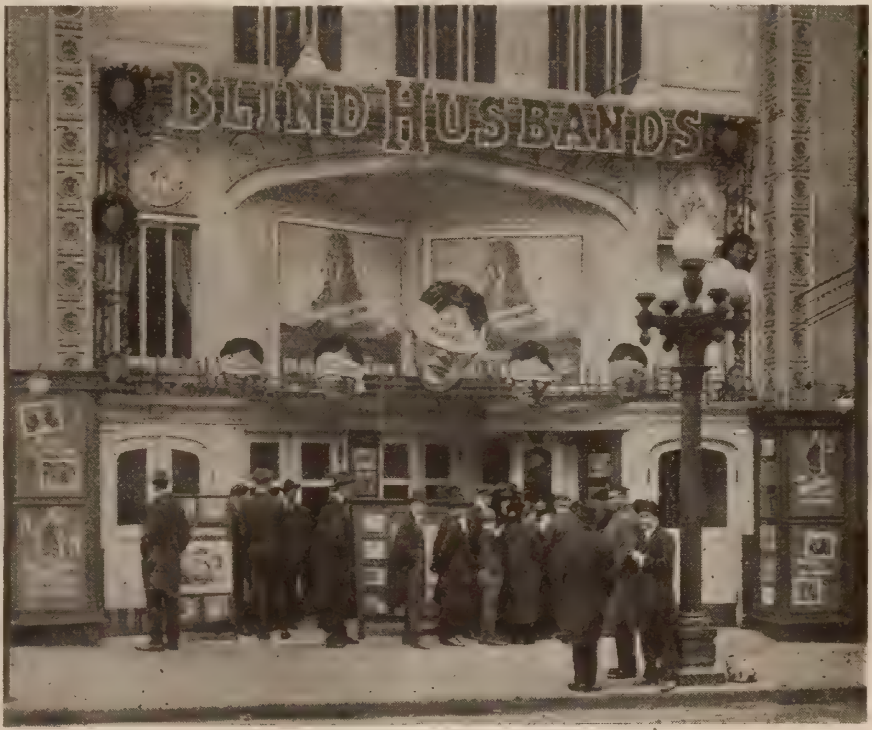
"Tom's Little Star," one of the Stage Women's War Relief films, in which theatrical celebrities are displayed, is also at the Capitol.

BACKED BY PUBLIC.

Mr. H. H. Melchior, Mgr.,
Universal Film Exchanges, Inc.,
Columbus, Ohio.

Please be advised that "Blind Husbands" went over with a bang. When you screen this feature for us we felt sure that Eric Von Stroheim had produced a remarkable picture. The public by their patronage and word of mouth advertising backed up our judgment. Universal is to be congratulated on having secured the services of such a wonderful actor, author and director as Eric Von Stroheim, and we look forward with a great deal of expectancy to his next production. Yours very truly,

THE PHOTO-PLAY AMUSEMENT COMPANY, Majestic Theatre.
(Signed) Max Stearn, Gen'l Mgr.
Columbus, O.



Effective display of The Tudor Theatre, of Atlanta, Ga., for showing of "Blind Husbands."

Held over FOR FOURTH DAY POPULATION ONLY 2000!

"I am holding over 'The Heart of Humanity' for the fourth day—which is the biggest run any picture ever had in this little town of only 2,000 people. 'Wonderful' does not begin to express it—the love, passion, pathos and sacrifice this picture portrays are beyond human words to describe. To-night, again, I won't be able to handle half the crowds."

DAVID T. HOBSON,
Hobson Theatre,
Litchfield, Minn.

The HEART OF HUMANITY

Allen Holubar's Super-production—The Picture that will live forever

Starring

Dorothy Phillips

Released thru
UNIVERSAL—JEWEL

STOWELL AND ARMSTRONG KILLED IN AFRICA

(*Continued from page* 12)

aunt, whose present address has not been determined.

Dr. Jos. R. Armstrong was born at Binghamton, N. Y., and was a graduate of the College of the City of N. Y. He was 48 years old, and for several years has lived at 6122 Selma avenue, Los Angeles, Cal. He was a member of the F. & A. M. Lodge and is survived by his wife, Florence Armstrong, and daughter, Edith, known to the film world as Edith Roberts. She has starred in Universal productions recently.

Upon receiving the news of this accident Carl Laemmle, Universal president, issued the following statement:

"To make any expression upon the death of two such men as William Stowell and Dr. Joseph R. Armstrong, while serving our company, is most difficult. It is beyond power of human expression to say more than that I was shocked and deeply grieved. I can scarcely realize that it is true.

"I have known William Stowell personally and intimately for many years. He has been with the Universal Film Mfg. Co. for two and a half years, and during that time he has endeared himself to every member of the Universal Company with whom he came in contact, besides making a wonderful reputation throughout the country as an actor. William Stowell was a splendid example of American manhood. He was a big hearted boy, is all that I can say. He was an unusual actor in that he combined brains and talent. I selected him to direct this stupendous expedition because I knew I could depend upon him and that he had every asset needed for the position.

"Dr. Armstrong has been a close friend of mine for many years, and I have always regarded him as one of the finest men I have ever met. He was a very capable man and was one of the best known men in Los Angeles. He had a habit, or, I should say, a God given gift, of making friends with everybody. I considered myself very fortunate in signing him up as business manager of the expedition in South Africa.

"This catastrophe has been such a shock to me that I am seriously considering recalling the entire expedition as far as the Universal Company is concerned. I am now awaiting word from Edward M. Thierry, newspaper correspondent with the expedition, who is virtually in charge now.

"I believe the report is true, but as a close friend to both of these men I am hoping to hear otherwise."

CARL LAEMMLE.
President Universal Film Mfg. Co.

THE NEWS REVIEW OF "BLIND HUSBANDS."

HERE is what Laurence Reid of the Motion Picture News says about "Blind Husbands":

"Eric Von Stroheim has always been a consummate actor. He has proved his histrionic ability as the living symbol of Prussianism in "Hearts of the World" and "The Heart of Humanity." We little dreamed, however, that he is a master story teller and a very capable director as well. He has come forward as the sponsor of "Blind Husbands," a picture of the eternal triangle, and of all the subjects which have been based upon this favorite theme his creation looms up as one of the best things ever conceived. Enacted against the Alps, the pictorial appeal is no stronger than its drama. It throbs with vitality and soars with tremendous sweep straight to its climax. And it is always lifelike in plot and characterization.

Mr. Stroheim makes the "other man" unique. He does not impress you as a moral leper or a despoiler of feminine virtues; he only suggests a weakling, a youth irresponsible for his actions. But just as sure as his performance is the skill with which he has woven the dramatic threads together. There is no play for heroics, no bid for big climaxes. These come spontaneously without effort. And so the picture does not assume the aspect of a photoplay but resembles a slice from life. The action is intensity itself, and the suspense is at times overpowering — especially when the husband and the lover make the ascent of the pinnacle. One instinctively feels some impending tragedy.

The summit is reached after a perilous climb. And it surely is a dramatic spot for the climax. And after the lover has revealed his true colors he is left to perish. An uncanny touch depicts the shadows of vultures hovering about waiting for his death. The atmosphere and the details are correct. Nothing is missing to make this picture a greater achievement.

HEARST NEWS

No. 50.

Election Campaigning With Lady Astor, M. P.—Plymouth, England.

Sub-Titles.—Off on a stumping tour —a tour that brought success at the polls and made Lady Astor the first woman ever elected to the British Parliament. "I stand for progress without waste, better education, better factory conditions and better homes!" says Lady Astor. Convincing a doubtful voter. "Women are more practical than men," says Lady Astor. "We are the first to acknowledge when we are wrong!"

"Go—Stop!"—Traffic cops are drilled and then inspected by Governor Coolidge.—*Boston, Mass.*

Sub-Titles.—The fatal signals that mean so much to the merry autoists. Governor Coolidge learns something about the traffic cop's job.

Here's Your Hat——"—Emma Goldman and Alexander Berkman, anarchists, arrive at Ellis Island for deportation.—*New York City.*

Sub-Titles.—Alexander Berkman, noted anarchist and Red agitator. Emma Goldman, for years co-worker with Berkman, is camera shy.

Racing Auto Racers on a Swift Flying Aeroplane.—Los Angeles, Cal.

Sub-Titles.—The famous Ascot motor classic—a man's-eye view of the start. And a bird's-eye view of the race. Carrying off injured spectators following a crash between the cars of Ira Vail and Reedes Dutton.

Off for Home!—Italian prisoners released by Austrians, embark for Italy.—*Cattaro, Dalmatia.*

Sub-Titles—On board an Italian warship. There's no place like home—and no one knows it better than a prisoner of war.

"Dreamy Chinatown."—It comes to life when Chinese girls paste posters in aid of the Y. W. C. A.—*San Francisco, Cal.*

Sub-Title.—Little Miss Lily Blossom understand it—which is more than we do.

Reviewing the Yanks With "Black Jack" Pershing.—Camp Lee, Va.

Sub-Titles.—General Pershing and the Camp Commander. A quick inspection. And the boys who fought in France—regulars all—march before their former Commander-in-Chief. At Camp Bragg, Fayetteville, N. C., the General is a guest at an old-fashioned Southern dinner. Chicken and waffles are conducive to good nature, so the cameraman horned in for a good "Closeup."

"Indoor Sports" Cartoon by "Tad."

"Book this for us by all means"

Says Manager
Len S. Brown of
the Colonial Theatre
Lethbridge, Alta.

"Book this serial for us.–After 'THE LURE OF THE CIRCUS', 'THE RED GLOVE' and 'ELMO THE MIGHTY' does it stand to reason that we want any serial but a Universal serial? Book us for 'THE MIDNIGHT MAN' by all means"

LEN S. BROWN
COLONIAL THEATRE
Lethbridge, Alta.

JAMES J. CORBETT

in

"The MIDNIGHT MAN"

THE BEST DRESSED SERIAL EVER SCREENED

AT YOUR UNIVERSAL EXCHANGE

"THE MIDNIGHT MAN"

Episode No. 18.

"LOVE'S TRIUMPH."

CAST.

Jim Stevens	James J. Corbett
Nell	Kathleen O'Connor
Morgan	Joseph Girard
Spike	Noble Johnson
Gilmore	Frank Jonasson
Arnold	Joe Singleton

JIM and Nell reach the floor of the burning shack just as the structure collapses. Again they return to the steel door, this time taking care to prop it open so that it cannot slam shut. They find a box of rare treasure. In a small box secreted in the treasure chest they find papers which reveal Jim's parentage. It appears that one William Morley, cousin of Jim's own father, killed him and assumed his identity to obtain vast riches which were due Jim's father. Broken in health, he secreted the wealth in the cave and wrote directions for recovering it under the seal of a ring which he fastened to Jim's clothing when the baby was left at an orphanage. The servant who aided him in the plan spent years in searching for the ring and tracked Jim around the world.

Arnold, the detective, captures Jim in the cave. He is going to take him to jail when Jim explains about the paper and gains the officer's sympathy. Jim, as proof of his innocence, promises to help the officer clean up the notorious White Circle Gang.

In the police station Jim is conferring with Arnold when news comes that Henry Morgan has been found dead with papers in his possession which proved that he was the real head of the White Circle Gang. Jim persuades the police not to tell the girl that her father traveled under a dual identity and that he was a criminal. He breaks the news of his death to her gently. Disguised as an underworld tough, Jim Stevens, no longer the Midnight Man, seeks the gang at Mother McGuires joint. Jim sees no trace of the gangsters. He makes friends with Spike's girl, knowing that if the man is around he will reveal himself in jealous anger. He is right, for the gangsters pour in from all doors and a terrific battle ensues.

The gang is captured. Jim is congratulated by Arnold, the chief of police.

There follows a short epilogue opening on a newspaper society item to the effect that Nell Morgan, daughter of the late Henry Morgan, a prominent jeweler, and Jim Stevens, clubman, are married.

INTERNATIONAL NEWS.

No. 49.

Momentous Days In Reawakened Italy.

Sub-Titles.—The idolized Duke of Aosta (tall commanding figure in front) mentioned as the successor to Victor Emanuel after the Socialist victory at the polls. On an inspection tour of Italy's new stronghold on the Adriatic. Acclaimed by the multitude at a ceremony marking the acquisition of Austrian fortresses. Acknowledging the cheers of admirers. Pola, the great Adriatic stronghold now in Italy's possession. Admiral Rizeo, who supported the Poet Warrior d'Annunzio, looks over surrendered Austrian craft with his staff. A few of the giant Austrian battleships now part of Italy's navy. Craft sunk in the great war still obstruct the harbor of Pola.

Thirty Tons of Dynamite.—A great cliff proves a small obstacle, but first there must be a lot of careful drilling. —*Richard City, Tenn.*

Sub-Titles.—Tamping the charge scores of feet below. Connecting the fuse that cost $12,000. Look out below!

Yact Races Resumed On Picturesque Baltic.—Stockholm, Sweden.

Sub-Titles.—With the seas finally cleared of mines, Scandinavian sportsmen renew famous regattas of pre-war days. Rounding into the home stretch on high. Riding a bucking broncho has nothing on this.

An Ounce of Prevention.—This school forestalls the "Reds" with frequent lessons in patriotism.

Sub-Titles.—Saluting Old Glory—like veterans. The flag to which they daily vow allegiance. Practice makes patriots.

A Silent Tribute to Britain's War Heroes.—London, England.

Sub-Titles.—Impressive scenes in Ludgate's Circus as the British Metropolis pause for two minutes on Armistice Day. Vast crowds at the Cenotaph in Whitehall. Maimed veterans march in honor of their fallen comrades. Floral tributes from every section of the world.

Vote Amid War Ruins.—Ballots cast in devastated district help defeat Bolshevist agitators in France.—*Rheims, France.*

Sub-Titles.—The beautiful ruins of Rheims Cathedral under its Election Day mantle of snow. Georges Clemenceau, the Tiger, who won an overwhelming victory at the polls.

Submarine Ashore.—Wrecking tugs work to free the R-6, aground off Black Rock.—*New London, Conn.*

On Both Sides of the Border in New Mexican Crisis.

Humble But Thrilling.—Is the job of this mender of giant chimneys.—*Harrison, N. J.*

New Niagara As Great Dam Overflows.—Croton-on-Hudson, N. Y.

Trailer—Help Save Lives.—In 1918 tuberculosis killed 150,000 persons in this country—an economic loss of $1,200,000,000. You can prevent this sacrifice.

Buy Red Cross Seals!

"WEAK HEARTS AND WILD LIONS."

Featuring
THE CENTURY LIONS.

Trained by the World's Famous Animal Trainer, Charles Gay.

Directed by Fred C. Fishback.

(*Copyright*, 1919, *Century Comedy Co.*)

CHOCOLATE DROP was out of work and when he sees a sign on one of the circus tents reading, "Lion Feeder" wanted—he applies. He is given the job, but when he sees the lions, and they playfully try to snap his hand off, chew his hat up, and a few other pranks, he hot foots it to the nearest river and in he goes.

Jimmy, the Villlage Peeper, is caught flirting with the Queen of the circus, through the tent flaps. The watcher of the circus wallops him and sends him spinning. He lands in front of the manager of the circus. The manager asks him if he is looking for a job, to which he answers in the affirmative.

He is given the job of a clown and all around helper. He waters the elephants, feeds the lions, imitates a rope walker and everything that's possible he is, and does! A little side show takes place when the peanut man gets in the way of the angry mob when the gates are opened.

A three cornered jealousy springs up between the manager, the lion tamer and Jimmy. They all are madly in love with the Queen of the Circus.

To get even with the lion tamer, Jimmy lets the lions out of their cages. Then the fun begins. The lions are starved and make one bee line for the audiences. Several of the lions go into the various tents, where the freaks are having their show. One darkie's eyes go back on him when he sees the lions and refuse to turn back, they become crossed. His feet, however, are his friends, and they sure do make some speed in getting away from the lions. The lion tamer, Jimmy and the Queen try to wrap themselves up in one of the tents to escape the lions, but leave it to the lions to get into anything. We see the lion emerge from the tent with all kinds of clothing draped around him, and when all is quiet, the lion having gone further looking for trouble, we see the three "chicken" hearts come up out of the ground.

No Adulterants !

-“but in this produc
Gentlemen, I fin
absolutely no
adulterant.”

ANALYST'S REPORT

NOVELTIES	40 %
ART	10 %
CARTOONS	30 %
HEALTH	20 %
ADVERTISING	No Trace

The NEW SCREEN

100%-what you pay for

Everything that's
Novel - Clever
Entertaining - Amusing
Instructive - Unusual
Curious - Ingenious

NOVELTY tid-bits—bright, snappy, up-to-date—with a dash of instruction, spiced with amusement, and served in a style that's appetizing to all tastes. You'll laugh with "Letter Laughs"—a wonderful collection of ingenuously funny mix-ups—"Novelty Sports" are here for the kiddies—"How to Choose a Husband"—invaluable to those who want one—"Solving the Servant Problem"—the first time it's ever been done—"Meeting Distinguished People"—for the climbers—"A Trip to the Moon" for the venturesome—and for bumping good measure, inimitable Cinema Luke—"once seen always booked."

MAGAZINE

–a knockout

ELMO LINCOLN

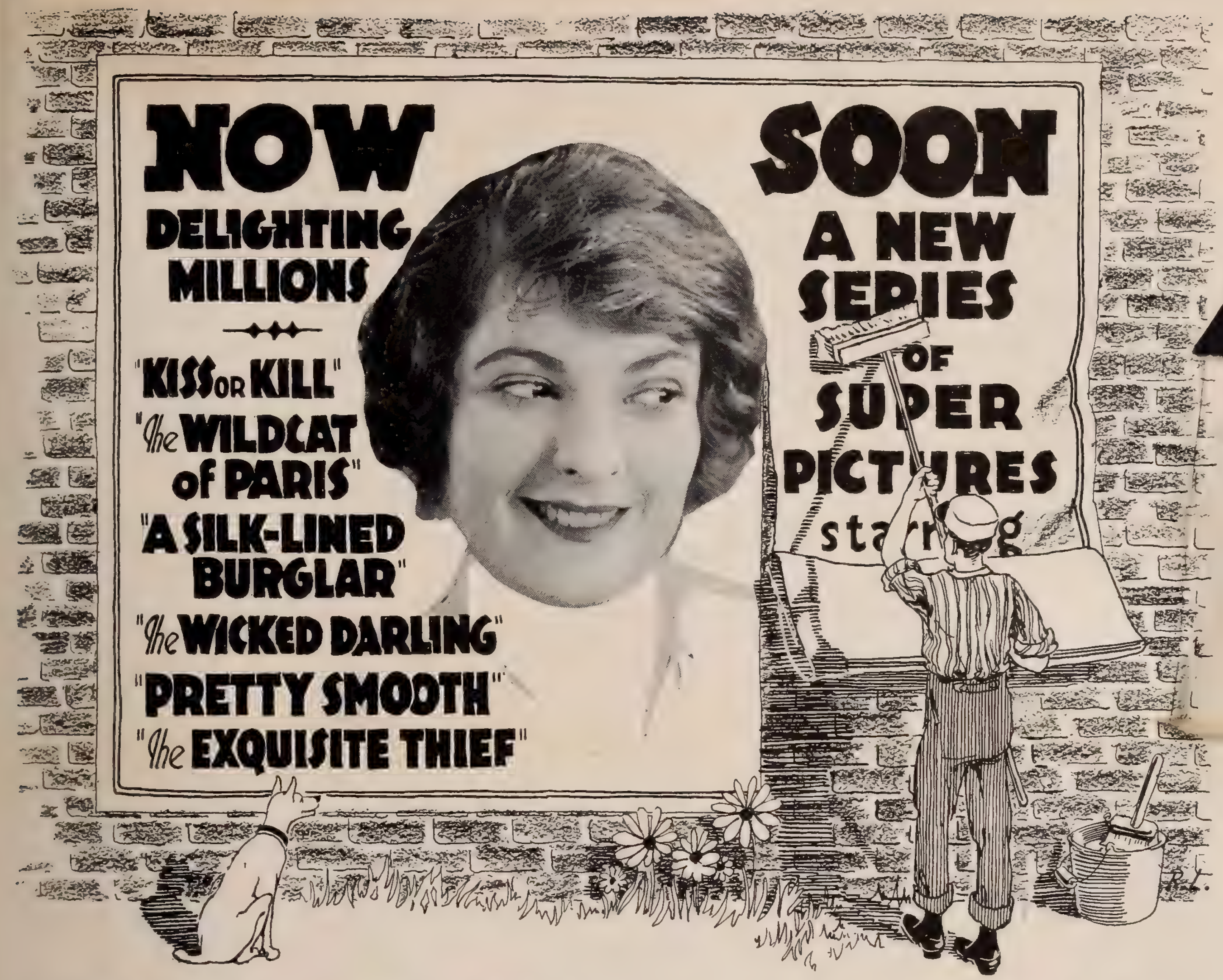
IN THE SMASHING
18 EPISODE SERIAL

"ELMO THE MIGHTY"

PUTS THE REAL PUNCH INTO ANY PROGRAM

UNIVERSAL MADE

> "In my opinion this is the best serial as yet released by any company. Its box office attraction is wonderful. I can truthfully say that in the last six years I have never had such a powerful serial in my house."
>
> Andy Battiston,
> Lyric Theatre,
> Yukon, Pa.



PRISCILLA DEAN

Universal
Holiday
Season
Specially Selected
Pictures

The biggest painted sign in all New York (which means—in all the world) reads: "Have you seen Priscilla Dean in Universal Pictures?" Bringing the question nearer home—have you, Mr. Exhibitor, given your audiences the delight of seeing Miss Dean in every one of her record-making successes? They're not only "best bet" money-makers for you now—they'll ensure you capacity houses for her shortly-to-come big, new series of super-productions—for one Dean audience brings another.

EVERY ONE A **UNIVERSAL** SPECIAL ATTRACTION.

the real thing!

THE pleasingest thing about Harry Carey on the screen is that he's just like other folks. He gets "het up" sometimes—just like you—and every now and then he hits some bad bird in the eye—just like you—but most of the time he keeps his nerve and works his head—and smiles—and comes out all right—just like you. That's why people like him—love him—turn out to see him in bigger crowds every day. That's why Harry Carey is playing today in theatres which, only a year or so ago, wouldn't book a Western comedy-drama thriller. They've come to see that Harry Carey is a mighty talented actor, for all the deceptive ease with which he plays his parts. Look over his Special Attractions at your Universal Exchange and you'll see the same thing. The most recent hits are:

"RIDERS OF VENGEANCE," "THE OUTCASTS OF POKER FLAT," "THE ACE OF THE SADDLE," "THE RIDER OF THE LAW"

IF IT'S A CAREY, IT'S A HIT

HARRY CAREY

The
MOVING PICTURE WEEKLY

MARY MAC LAREN
IN
"THE POINTING FINGER"
NEW YEARS NUMBER

VOL 9
NO 19

DEC 27
1919

"LASCA"

A POEM IN PICTURES

Featuring

FRANK MAYO and EDITH ROBERTS

"It gets you and it holds you," says VIRGINIA DALE in the Chicago Daily Journal. "Each scene is, literally, as pretty as a picture. Edith Roberts makes a charming, hot-headed little character and plays 'Lasca' with ingenuousness."

UNIVERSAL SPECIAL ATTRACTION

CLEAN HEARTS

by

Carl Laemmle

"Mr. Laemmle, I realize that you are giving me the opportunity of my life, just as you have given glorious opportunities to other actors and directors. I pledge you my word that I will not abuse your confidence as others have done. I will never act the part of an ungrateful cur. I will never be a contract jumper!"

Those are the last words William Stowell said to me as he shook my hand in farewell, just before he left for Africa as the leading man of the Universal-Smithsonian Africa Expedition. And the next time I heard about him, he had been killed in a railroad wreck while on the job in Africa.

There is a whole and wholesome sermon in the one sentence I have quoted from Mr. Stowell. It was a plain, simple statement from a plain, square man. It was said without rhetorical effect, because it came from a clean heart. Like most things that come from clean hearts, it carried a severe rebuke for the things that come from unclean hearts.

Will Stowell was a fine actor, but, finer still, he was a fine man. In my capacity as president of the Universal, I have had close personal dealings with hundreds of actors, directors and other artists, but I know of none who stood higher in the qualities that go to make up a man and a gentleman than those possessed by Mr. Stowell.

He went to his glorious adventure in the discharge of his duty, and he went to it gloriously. The whole Universal family mourns the departure of one who was never a contract jumper, either as an actor or as a man.

Dr. Joseph R. Armstrong, who lost his life in the same disaster which killed Will Stowell, was just the same high type of man. He was universally loved by the members of the theatrical and screen profession who came in contact with him in Hollywood.

They went to him for advice and sympathy, because they had perfect trust in him. Nor did they ever go away empty-handed, for he was the kind that was always willing to help shoulder the other fellow's burden. His was a clean heart and a big one.

The Universal family can never replace Will Stowell and Joseph Armstrong. The Universal company had great plans for both men. These plans can never be carried out.

We miss them both. But they have left behind them one great and beautiful lesson by which all of us may well profit—the Spirit of the Clean Heart.

NEVER

WILL THERE BE ANOTHER AIR PICTURE LIKE THIS ONE Says

JULIAN JOHNSON in PHOTOPLAY:

"No matter how many pictures of the upper roadways may be taken in the future, 'The Great Air Robbery' is Number One and will remain Number One. Next to aviating yourself, this is it!"

COMING!

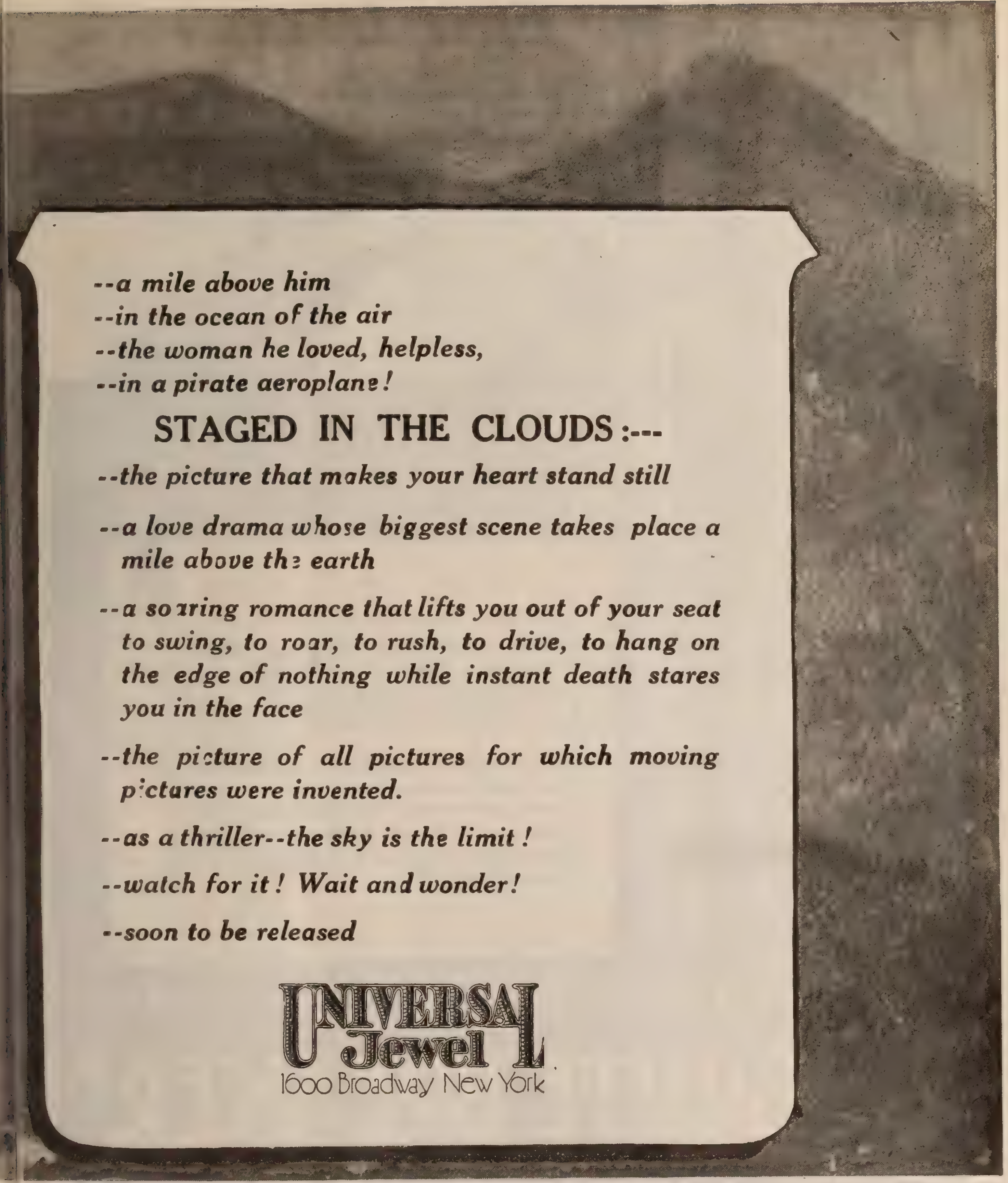
LOCKLEAR

THE DAREDEVIL OF THE SKIES

IN

"The GREAT AIR ROBBERY"

A
UNIVERSAL
JEWEL
Super Production



--a mile above him
--in the ocean of the air
--the woman he loved, helpless,
--in a pirate aeroplane!

STAGED IN THE CLOUDS:---

--the picture that makes your heart stand still

--a love drama whose biggest scene takes place a mile above the earth

--a soaring romance that lifts you out of your seat to swing, to roar, to rush, to drive, to hang on the edge of nothing while instant death stares you in the face

--the picture of all pictures for which moving pictures were invented.

--as a thriller--the sky is the limit!

--watch for it! Wait and wonder!

--soon to be released

UNIVERSAL Jewel
1600 Broadway New York

"It packs the punch with both fists!"

Says the Chicago American

"Bing! The big, purple idea in making 'The Brute Breaker' was, I take it, to pack the punch with both fists." says the Chicago American critic.

"I counted nine fist fights . . and besides the fights there's a forest fire . . executed with such artistry that you feel the hot breath of the flames fanning your cheek. For a warm evening I recommend 'The Brute Breaker.'"

Carl Laemmle
Presents
FRANK MAYO
in JOHNSTON McCULLEYS Tremendous Story of of the Great North Woods

"The BRUTE BREAKER"

UNIVERSAL SPECIAL ATTRACTION

They're Married Now

Scene at the wedding of Mr. and Mrs. Joe Martin and close-ups of the bride and groom.

SOCIAL leaders in the animal world are discussing with rare relish the recent wedding of Mr. Joe Martin, the educated orang-outang of Universal City and Miss Topsy Tree, considered the season's most beautiful debutante among monkeys. She is a female impersonator and was known on the vaudeville stage as "Milton." She has been working in Century and Rainbow comedies.

Joe Martin, who is a Universal star in his own right, proposed to Miss Tree in some moment of mental anguish and was surprised and pained to discover that she accepted him. In a beautiful alcove built for the purpose on one of the stages at Universal City the impressive ceremony was performed. Bobby Mack, the widely-known character player, was commissioned as Justice of the Peace for the event and read the marriage service with his finest baboonical accent.

The bride was beautifully gowned in white satin and wore a flowing veil, trimmed with orange blossoms, which she ate immediately after the service. The groom was dressed in evening clothes, which it is feared he filched from some undersized waiter. He carried his collapsible hat after the manner in vogue among pall-bearers and stood throughout the service with legs akimbo.

At the conclusion of the ceremony, Mr. Mack tried to avail himself of the judicial privilege of kissing the bride. Mrs. Joe Martin did not appear averse to the salutation, extending her lips fully eight inches. As Justice Mack nerved himself for the ordeal, the infuriated bridegroom rushed at him shouting dire threats against the venerable gentleman who was about to kiss his bride.

Mr. and Mrs. Joe Martin left immediately after the ceremony on their honeymoon. They will visit the Japanese, Canadian and New York streets at Universal City. After December 30, they will be at home to their friends in a beautifully furnished little junglebungalow at the Universal City arena.

THREE GREAT NAMES IN UNIVERSAL CASTS.

APPEARING in productions at Universal City at present are two sons and one daughter of three men famous in the history of the world's dramatic and concert stages.

These players comprise this trio: Frank Mayo, Thomas Jefferson and Dagmar Godowsky.

Frank Mayo, star of several Universal productions, and now engaged in portraying the leading rôle in "Burnt Wings," adapted from the Bayard Veiller play, "The Primrose Path," is the son of Edwin T. Mayo, one of the foremost actors of his day, and a grandson of Frank Mayo, the leading star of the American stage of thirty years ago.

Thomas Jefferson is the son of the late Joseph Jefferson, the most beloved actor on the American dramatic stage, who was so well liked in "Rip Van Winkle" that the present-day playgoers scarcely recollect that he scored a tremendous success in dozens of other stage classics. Mr. Jefferson is appearing in support of Mary MacLaren in "The Forged Bride."

In the same cast is to be found Dagmar Godowsky, daughter of the world-renowned pianist, Leopold Godowsky, legitimate successor to the musical crown laid down by Paderewski. She has just finished an unusual performance with Mayo in "The Peddler of Lies."

To the credit of these three players, it must be said that they do not depend on reflected glory for their individual success. The success of each of these three players, on the stage and screen, has been won by personal achievement.

LEARNING HORSE SENSE.

HOOT GIBSON has a new leading lady. Ethel Shannon, the lady in question, has a perfectly good little coupe of baby-blue, but the hard-hearted solons of the world's film capital won't let her use it. For the next month Miss Shannon will have to concern herself with horses. She is learning to ride hammer-headed broncos, drive wild-eyed pony teams, and in other ways perfect herself in horsemanship.

Miss Shannon has been selected to play opposite Hoot Gibson, Universal's cowboy star. Hoot is a world-famous rider, having first won the championship belt at the Pendleton horse wrangle in 1912. It is necessary, then, that Miss Shannon be able to ride alongside the star in his wild rides across the screen.

Publicity for "The Pointing Finger"

"MacLARENISMS."

PURISTS in the matter of English would have a wearisome time subtracting Mary MacLaren, the Universal star, from the breezy style of speech that amuses her co-workers at Universal City.

Although her diction is faultless and her command of English remarkable, the star sometimes indulges in expressions as quaint as they are forceful.

At the world's film capital the expressions have come to be called: "MacLarenisms." An unabridged glossary of MacLarenisms follows:

"As low as a snake's hips."

"Double-breasted bath-tub; 'n everything."

"Let him alone; he'll play that way for hours."

"A highly trained idiot with a knack for nothing."

"Tuned up like an old Strad (this applied only in the ante-prohibition days)."

"Hotter than a blow-torch."

"Hard as a concrete marshmallow."

Some of Miss MacLaren's idioms were inspired during the filming of "The Pointing Fnger," which is to be shown at the ——— Theatre on ———.

David Butler, her leading man; Johnnie Cook, Carl Stockdale, Lydia Knott and Charlotte Woods and even the director, Edward Kull, came in for a share of pointed and personal epigrams.

BAGGING THE BUG.

MARY MacLAREN, the Universal star, is a full-fledged entomologist. She can spot a rare bug at 100 yards, run him to earth, and imprison him in her net like a veteran of the chase.

She learned the gentle art of bugology from Frank Daggart, director of the State Museum of California, an authority on bugs, beetles and birds.

It came about when Miss MacLaren was selected as the star in "The Pointing Finger," now showing at the ——— Theatre. The story required that the star "hire out" as an assistant to an entomologist.

Professor Daggart loaned his collection of bugs to the Universal company and the star learned the A B & C of entomology from the master.

Miss MacLaren is displaying her new art at the —— Theatre.

David Butler, Johnnie Cooke, Lydia Knott and Carl Stockdale form the supporting cast.

WORKED BETTER AFTER A SHAKING.

THE Great San Francisco fire nearly cost the screen one of its luminaries, David Butler, the Universal leading man, being the "almost" victim.

David was asleep in his Frisco dwelling when the earthquake came. It caved in the wall of his home and shunted his bed out of the gap. The back legs of the four-poster held firm, however, and David managed to extricate himself. Had he fallen he would have dented the sidewalk four stories below.

Saved to humanity, David forthwith dashed into a dramatic career that has carried him far along on the road to fame. For five years he appeared in the Alcazar Stock Company in San Francisco, and for three years he delighted playgoers by his work in the Morosco Stock Company at Los Angeles.

His screen work includes "The Greatest Thing in Life," "Better Times," "The Other Half," "The County Fair," "Upstairs and Down," "The Blindness of Divorce," "Bonnie, Bonnie Lassie" and "The Unpainted Woman" with Mary MacLaren and other successes.

In "The Pointing Finger," in which Butler is to be seen at the ——— Theatre on ———, he supports Mary MacLaren.

A CINEMA CRIMINAL.

IF the motion picture screens always told true stories, Carl Stockdale, the Universal player, would have a slim chance becoming a deacon in the church.

It is the fate of this popular player to depict deep dyed rôles of villainy on the screen.

In "The Trembling Hour," a new Universal photodrama, Stockdale played the rôle of "Bayles," the murderer. In "The Pointing Finger," Mary MacLaren's latest Universal photodrama, he plays the unsavory rôle of Grosset, the crooked superintendent of an orphanage.

Stockdale was born in Worthington, Minnesota, which, he says, is a protectorate of Sweden. His early theatrical career was spent on the audible stage, where he supported such widely-known players as Frank Tannehill and McKee Rankin. In Philadelphia he played in stock and in Seattle had his own company at the Lois Theatre.

"The Pointing Finger" is current at the ——— Theatre.

A BUG COLLECTION SUPPORTS MARY MacLAREN.

TWO noted scientists contributed to the success of "The Pointing Finger," Mary MacLaren's latest Universal photodrama, now being shown at the ——— Theatre.

Frank Daggart, director of the State Museum of California, loaned the Universal company his famous collection of entomological specimens, and W. E. Hernoung, also a celebrated scientist, contributed his personal collection of birds, skins, and mounted subjects for several scenes. The collections are valued at $200,000.

In "The Pointing Finger," Miss MacLaren appears as a fugitive from an orphan asylum. She gets a job as assistant to an entomologist. The fact that she has a mortal terror of bugs adds many an amusing situation to the photoplay.

Miss MacLaren is supported in "The Pointing Finger" by David Butler, Johnnie Cooke, Carl Stockdale, Lydia Knott, Charlotte Woods and other Universal favorites.

JOHNNIE COOK REDEEMS HIMSELF.

PLAYGOERS who longed to wring Johnnie Cooke's neck when he supported Mary MacLaren in "The Weaker Vessel," will see the veteran character in a more likeable rôle in "The Pointing Finger," Mary MacLaren's latest Universal offering.

In "The Weaker Vessel" Mr. Cooke appeared as a small-town nickel-nurser with a one-track mind and a taste for liquor. He depicted a difficult rôle so realistically that the spectators longed to spill his gore, but in "The Pointing Finger" he appears as a multi-millionaire with a hobby for collecting bugs. His rôle permits him to be a kindly, cultured old gentleman with the quiet dignity of the gentle-rich.

Twenty years in musical comedy, comic opera, dramatic stock, with road shows and as a minstrel, gave Mr. Cooke an unusual fund of experience for his work before the camera.

Tourists who visited California thirty years ago may remember Hazard's Pavilion in Los Angeles. Perhaps among the visitors to Los Angeles then may be found a few who remember hearing a little shaver sing: "Are Ye There, Moriarity," in the same echoing old building.

The little shaver of that day was Johnnie Cooke, who is to be seen at the ——— Theatre on ——— in "The Pointing Finger."

Service Page for "The Pointing Finger"

AT A GLANCE.

SUBJECT—"The Pointing Finger."

LENGTH—Five Reels.

STAR—Mary MacLaren.

PREVIOUS HITS—" A Petal on the Current," "The Weaker Vessel," "The Unpainted Woman," "Bread," "Shoes," "Bonnie, Bonnie Lassie."

DIRECTED BY—Tod Browning.

STORY BY—Frank R. Adams.

SCENARIO BY—Violet Clark.

SUPPORTING CAST—David Butler, Johnnie Cooke, Carl Stockdale, Lydia Knott, Charlotte Woods.

LOCALE—An orphan asylum, A cheap lodging house in the city. The home of a millionaire.

TIME—Today.

THUMB-NAIL THEME—The story of a girl who runs away from an orphanage, is accused of a crime, clears herself and eventually marries into a million.

ADVERTISING PUNCHES.

1—The fact that the star lays aside her beauty in some scenes thereby proving she does not depend solely on her good looks to "get over."

2—An unusually good story, told to perfecton.

3—The ludicrous spectacle of a girl who is afraid of bugs holding down a job as assistant to a bug collector.

4—Intimate glimpses at life in an orphan asylum.

5—The sight of a beautiful girl deliberately making herself homely to get a job.

6—The employing of a $200,000 biological collection for some of the scenes.

7—The presence of David Butler as the star's leading man.

CAST.

Mary	Mary MacLaren
David	David Butler
Prof. Saxton	Johnnie Cooke
Grosser	Carl Stockdale
Matron	Lydia Knott

FOR THE HERALD

Every police officer in the country was looking for her. She was alone in a big city, penniless and without a day's experience to help her in getting a job.

She had run away from an orphanage. They say that she had stolen ten thousand dollars of the institution's funds from a safe and that she had "borrowed" a fussy dress and a frilly hat from the old matron who wanted to be kittenish in the eyes of the eagle-beaked superintendent.

That was the condition in which Mary Murphy of the Brotherly Love Orphanage, found herself when she saw an advertisement that a rich old collector of bugs wanted an assistant; no experience required.

She got the job, but only when she drew back her beautiful hair into a spinster's knot and veiled her lovely eyes with murky horn-rimmed spectacles, denoting excessive learning.

How she handled the job, although frightened out of her wits by the professor's collection of bugs, how she cleared herself of the reputation of a thief and eventually married into a million is the theme of "The Pointing Finger," a Universal photoplay with a punch.

Mary MacLaren is the beautiful Mary of the story which will be shown on ——— at the ——— Theatre.

Advertising Display Lines

The pointing finger of guilt was pointed at Mary, the orphan runaway. Yet she married the richest young man in town.

Mary was deathly afraid of bugs; yet she went to work for a rich old bug-catcher in "The Pointing Finger."

Remember Johnnie Cooke in "The Weaker Vessel"? He is even better with Mary MacLaren in "The Pointing Finger."

Mary MacLaren is an orphan asylum "slavey" in her latest Universal success, "The Pointing Finger."

A collection of bugs worth $200,000 was used in "The Pointing Finger," Mary MacLaren's latest Universal photodrama.

Life is strangely contrasted in "The Pointing Finger," Mary MacLaren's Universal photodrama. The star is supported by David Butler and Johnnie Cooke.

A Square Deal for Exhibitors

UNIVERSAL EDUCATIONAL AND INDUSTRIAL PICTURES TO BE A SOURCE OF REVENUE TO ALL EXHIBITORS THROUGH AGREEMENT WITH ALFRED S. BLACK.

UNIVERSAL THE FIRST COMPANY TO RECOGNIZE THE RIGHT OF EXHIBITORS TO THE CONTROL OF THEIR OWN SCREENS.—DETAILS OF ANNOUNCEMENT JUST MADE.

A STATEMENT issued by Alfred S. Black, President of the Motion Picture Exhibitors of America, Inc., is indicative of a stabilizing arrangement reached which will in future give the industrial picture a real position with the exhibitor, who in turn will derive just revenue from such showings. The M. P. E. of A. has come to an agreement on all points with the Industrial and Educational Department of Universal Film, probably the largest producer of such film subjects.

Mr. Black's statement follows:

"Since my election to the presidency of the Motion Picture Exhibitors of America, Inc., which covers every State in the Union, I have devoted much of my time to the problem of educational and industrial motion pictures and their relation to the theatre owners and the public.

"I have reached the conclusion that such pictures are as much a part of American national life as the pictures made exclusively for entertainment, and in this view I am supported by nine-tenths of the exhibitors of the country and other thinking men.

Industrials Necessary.

"The only question with exhibitors is, How shall educational and industrial pictures be distributed and shown to the patrons of motion picture theatres?

"For exhibitors to attempt to stop the showing of such pictures would be like trying to sweep the ocean back with a broom. It simply can't be done. Yet the exhibitors as a whole have been doing it blindly, and deriving no direct revenue from the industrial and educational use of their screens. Further than that, by reason of careless and unbusinesslike methods, the public has been the loser.

"I now have the privilege of announcing to exhibitors that an arrangement has been made whereby they are to receive direct compensation for the exhibition of industrial and educational pictures, and at the same time assist in providing funds for the support of their national and State organizations, which are constantly engaged in the work of lessening the burdens of taxation, fighting ill-advised and vicious censorship and in general looking after the interests of the exhibitors.

"Industrial and education motion pictures as we now know them are a development of the last two years, and one company alone is largely responsible for the condition of semi-perfection that now exists. I refer to the Universal Film Manufacturing Company and particularly to the Industrial and Educational Department of that company under the general managership of Harry Levey.

"Scientific and industrial development expeditions sent out under the auspices of the Industrial and Educational Department of the Universal are covering all parts of the world. One that I happen to know about has been in Sumatra and the rubber producing districts of the Far East where some thirty millions of feet of motion pictures were made. All phases of tropical life are shown, in addition to the history of rubber from the planting of the pod to the manufacture of goods for human use.

Contract Satisfactory.

"At a conference in New York on Friday, December 5, with officials of the Universal Film Manufacturing Company, I was informed that Universal's Industrial and Educational Department had reached such proportions that it was desirable for the exhibitor to share in the profits realized from the exhibition of industrial and educational pictures.

"An arrangement was entered into whereby motion picture exhibitors of the country shall be paid a fixed sum for the exhibition of industrial and educational motion pictures distributed by the Universal.

"In addition, the Motion Picture Exhibitors of America, Inc., will receive a percentage of the gross revenue realized by the Universal for the distribution of pictures. This money will go into the general fund of the organization and be used in connection with its taxation, censorship and other welfare work.

"A contract to this effect has been entered into and the exhibitors showing Universal industrial and education pictures in the future will receive compensation according to terms of the contract, which is eminently satisfactory. When such pictures are exhibited on the screen, according to an official booking arrangement, report to that effect will be made to the officers of the league and settlement will be made on the basis of the returns.

"In this way general circulation is guaranteed and the exhibitor is assured of his share in the profits. The exhibitor will not, as in the past, be asked merely to fill in his program with industrial and educational pictures but be a partner in the enterprise."

To the Members of the

Motion Picture Exhibitors of America, Inc.

GENTLEMEN:

In your own experience you have found that the only rival of the printing press is the motion picture screen. For the entertainment and enlightenment of the people the screen has many advantages over the printed word. During the war, the people learned from the motion picture screens in your theatres the great truths that enabled them to present solid front against the foe within our borders. Through this medium for the visualization and dissemination of ideas our people were induced to support war drives, Liberty Loans and also to see the great events of the mighty world conflict as they actually happened.

That so powerful a force must inevitably be developed and made to serve all the purposes of our civilization soon became evident. As an Exhibitor and in common with many thousands of you, I felt the growing demand on the part of the public for pictures of an educational and industrial nature becoming insistent.

That the exhibitor could not afford to give his screen for these purposes indefinitely was a foregone conclusion; that the leading producers would welcome any change that brought about a more equitable arrangement could not be denied.

There cannot be, nor for two or more years past has there been, any doubt that such pictures were as much a part of our national life as the truly educational advertisements, stories of business success; and articles of business trade or professional instruction which willed the columns of our great periodical magazines and newspapers .

A searching investigation led me to the conclusion that there was one producer whose record in the educational and industrial picture field warranted a frank discussion of present conditions, and the hope that an agreement could be reached for a betterment of these conditions for you exhibitors.

This producer was the Industrial Department of the Universal Film Manufacturing Company, of 1600 Broadway, New York. I am happy to say that my hopes were well founded. I now have the privilege of announcing to the members of this association that arrangements have been entered into with the Universal Film Mfg. Co., whereby they have agreed to pay exhibitors a fixed sum per day for each Universal Industrial or Educational picture you play.

They will also pay a percentage of all booking charges into the treasury of our organization. Within the next few days, I will send you a letter telling you the exact terms of the arrangement, the amount to be paid you, etc. The interests of the exhibitor and his patrons will always be safeguarded by the fact that regardless of this agreement, the public will always be the final judge of what it does or does not wish to see on the screen.

But the agreement means even more. It means that in spite of the many fine Universal productions of the past, the standard is bound to be improved. You have in the past been getting excellent Universal Industrial pictures for nothing. I know because I have run them on my own circuit. In the future under this agreement, you will get even better pictures and you will get paid for showing them. In addition as above stated there will be sums of money paid into our treasury monthly that will be of the greatest help to us in our tax drives and other constructive work of our organization.

I have seen the pictures that will in due time be offered for your approval. I recall one in particular—a membership drive for the Boy Scouts—a picture of the most fascinating interest, and of the most exquisite photography.

I have seen travelogs in Sumatra where much of the world's rubber supply comes from. A picture of the scenic class included on the weekly programs of the largest picture palaces in the country. Many more in process of production worthy to grace my screens—and yours.

This is not an appeal for an endorsement. There is no altruistic camouflage used to hide an ulterior purpose. We are not going into the industrial production or distributing business nor are we attempting to coerce you or your fellow members. In the development of an industry too great to be ignored we have taken a forward constructive step which will bring increased revenue into your theatres.

Full information will be sent you soon, so that you may guard against unaccredited representatives claiming to represent your own organization.

Any industrial or educational pictures offered you will bear as a trailer the seal of the Motion Picture Exhibitors of America, Inc.

I shall welcome letters of inqury or suggestions from any of our members.

Yours truly,

(SIGNED) *Alfred S. Black*

President

MOTION PICTURE EXHIBITORS OF AMERICA, Inc.

64 Broadway,
Boston, Mass.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS

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PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*
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Vol. 9 DECEMBER 27, 1919. No. 19

A HAPPY UNIVERSAL HOLIDAY SEASON.

THIS is the Christmas issue of the Moving Picture Weekly. The staff joins heartily with all who make the Universal the grand little company it is, from Mr. Laemmle down to the smallest office boy in the most distant exchange, in wishing the exhibitors of the country a wonderful Universal Holiday Season and more specifically a very merry Christmas and a mighty happy New Year. In spite of everything, this has been a wonderful year for the picture business. Strikes, lockouts, coal shortage, lightless nights, express embargoes, taxes, censorship, pink, yellow, green and black tickets, to say nothing of the H. C. of L. have failed to stop the prosperity of the exhibitor. The little old bank account is mounting all the time. And the Universal has had a big share in making it so.

For several weeks the Universal Film Manufacturing company has been conducting a campaign all over the country for a Universal Holiday Season. This campaign has met with unstinted praise, and universal approval from all sections and all kinds and conditions of people. There was no disguise about this praise; there was no tendency to scoff and to object that the Universal was putting over a good story. They were, but they put it over right and they did a lot of good while they were doing it. The slogan reached into places where nothing else would have carried. And it enlisted hundreds of cities, chambers of Commerce and welfare people in its army of good cheer when good cheer was most needed. Here are two belated messages of appreciation from the Governor of Arizona and the Governor of Missouri. It would not be like the governor of the show—me state to speak before he was convinced. But he came through in time to get into the general chorus and to convince us that the message had reached the chiefest of the Show Mes.

EXECUTIVE OFFICES
State of Missouri
City of Jefferson
December 11, 1919.

Universal Film Manufacturing Co.,
1600 Broadway,
New York, N. Y.

Gentlemen:

Your plan for a nation-wide spirit of happiness, peace and good-will at Christmastide is deserving of the highest commendation and the endorsement of all of our people. It is a movement that will help to make the world one great neighborhood.

Frederick D. Gardner,
Governor.

EXECUTIVE OFFICE
State House
Phoenix, Arizona
December 9th, 1919.

Mr. Carl Laemmle,
Universal Film Mfg. Co.,
1600 Broadway,
New York.

My dear Mr. Laemmle:

The "Universal Holiday Season" is, indeed, a happy idea, and one which should spread good cheer throughout the length and breadth of the land. Individually, and collectively as a nation, we need more optimism to face the problems which continually confront us.

If this "Big Brother" plan succeeds, and I have no doubt it will, you will have accomplished a great and constructive work in behalf of humanity.

Sincerely yours,
Thomas E. Campbell.
Governor of Arizona.

And now the Holidays are here and we wish you all the compliments of the season. Also—

MR. CARL LAEMMLE
WISHES YOU
A HAPPY UNIVERSAL
HOLIDAY SEASON

The Big Money 12.

FOR the convenience of exhibitors the names and stars of the "Big Money Twelve" are herewith listed:

"UNDER SUSPICION," by Mildred Considine, with Ora Carew and Forrest Stanley.

"LASCA," by Frank Duprez with Frank Mayo and Edith Roberts.

"A GUN-FIGHTIN' GENTLEMAN," by Harry Carey and Jack Ford with Harry Carey.

"THE POINTING FINGER," by Frank R. Adams, with Mary MacLaren.

"THE DAY SHE PAID," by Fannie Hurst, with Francelia Billington.

"THE TRIFLERS," by Joseph Franklin Poland, with Edith Roberts and Forrest Stanley.

"THE PHANTOM MELODY," by F. McGrew Willis, with Monroe Salisbury.

"MARKED MEN," by Peter B. Kyne, with Harry Carey.

"ROUGE AND RICHES," by W. Carey Wonderly, with Mary MacLaren.

"THE PRINCE OF AVENUE A," by Charles and Frank Dazey, with James J. Corbett.

"THE PEDDLER OF LIES," by Henry C. Rowland, with Frank Mayo and Ora Carew.

"THE YELLOW ORCHID," by A. H. Fitch, with Tsuru Aoki.

They Welcome "Blind Husbands"

Chicago, Illinois, November 21, 1919.

Universal Film Exchange.

Dear Sirs:—

I consider it quite a privilege to witness an advance showing of "Blind Husbands," and thank you very much for my invitation.

To my mind, with the support of such an excellent cast of players, who portrayed their respective characters with rare skill, and with the wonderful and gorgeous scenic settings, Mr. Stroheim has created a marvelous picture, with a most convincing moral.

Everybody should see this masterpiece.

May I ask, where was the daredevil photographer when taking some of the mountain scenes? He, too, deserves abundant praise and should not be forgotten when magnifying the wonders of this photoplay. I am,

Most cordially yours,

EVELYN L. ALDRICH.

Mrs. Paul Kenneth Aldrich, 434 W. 72d St., Director Hamilton Park Woman's Club.

CRITICISMS RECEIVED ON "BLIND HUSBANDS" FROM WASHINGTON, D. C.

Criticisms of "Blind Husbands" being shown at the Rialto this week.
HERALD states—One of the best productions of its kind ever conceived.
POST—Throbs with vitality, soars with a tremendous sweep straight to a crashing climax.

STAR—A tense movement holds the onlookers during exciting developments which carry a moral.

TIMES—Eric Stroheim has proved himself a master story-teller and an exceptional director of photoplay dramatic productions by the superior quality of "Blind Husbands."

Milwaukee, Wis., Nov. 16, 1919.

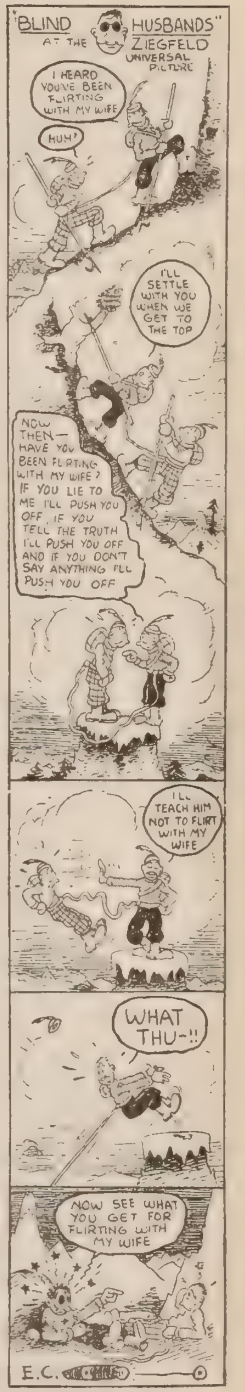
Universal Film Exchange.

Words fail to describe the sensation created by "Blind Husbands." Opening performance at Tom Saxe's Alhambra Theatre today held breathless till closing scene. Unanimous opinion of tremendous record attendance was that it equals, if not surpassing, the greatest of great productions.

GEORGE L. LEVINE, Saxe's Alhambra.

Chicago
Evening
American.

"Looping the Loop"
BY E. C. SEGAR.


"BLIND HUSBANDS"
AT THE ZIEGFELD
UNIVERSAL PICTURE
I HEARD YOU'VE BEEN FLIRTING WITH MY WIFE
HUH?
I'LL SETTLE WITH YOU WHEN WE GET TO THE TOP
NOW THEN— HAVE YOU BEEN FLIRTING WITH MY WIFE? IF YOU LIE TO ME I'LL PUSH YOU OFF. IF YOU TELL THE TRUTH I'LL PUSH YOU OFF AND IF YOU DON'T SAY ANYTHING I'LL PUSH YOU OFF
I'LL TEACH HIM NOT TO FLIRT WITH MY WIFE
WHAT THU-!!
NOW SEE WHAT YOU GET FOR FLIRTING WITH MY WIFE
E.C.

AMUSEMENTS.

Mae Tinee in the Chicago Tribune.

If You Love the Woman, for Pity's Sake Tell Her So.

THE CAST.

Lieut. Eric von Steuben	Eric Stroheim
Dr. Armstrong	Sam De Grasse
Mrs. Armstrong	Francelia Billington
"Silent" Sepp	H. Gibson-Gowland
The Newlyweds	Valerie Germanprez & Jack Perrin

BY MAE TINEE.

HE did it all himself.

Who did it all himself?

Count Eric Oswald Hans Carl Maria Stroheim von Nordenwall did it all himself.

What did he do all himself?

Conceived the plot for "Blind Husbands." Wrote the scenario for "Blind Husbands." Directed "Blind Husbands" and was the star in "Blind Husbands."

In other words, made much ado about, well——!!

Did one say he conceived the plot? Hardly. It's the old one of the preoccupied husband whose young wife, thirsting for the attentions of courting days, turns to the gay deceiver for solace. Count Eric Oswald Hans Carl Maria Stroheim von Nordenwall is the villain. The picture is unique in one way—it's the only production I recollect where the villain is the star.

The locale, supposed to be the Tyrolean Alps is, quite palpably NOT the Tyrolean Alps, being a mixture of American mountain and stage sets. The snow is real, however, and so is the St. Bernard dog. The dog's name is Bob. (At least I think the snow is real. I know the dog is.)

The husband does the logical thing—takes the villain to the top peak in the vicinity and after telling him where he gets off, leaves him to fall off. Which he does. After which the little domestic understandings are smoothed over, and, tra, la—eight more reels of film have registered.

Who is Count Eric Oswald Hans Carl Maria Stroheim von Nordenwall? He's a German by birth and an American by adoption, and he has really served his country exceedingly well during the war, for, in the propaganda pictures he was always the Hun—and he knows how to be a devil, does Count Eric Oswald Hans Carl Maria Stroheim von Nordenwall.

"Blind Husbands" is a "pink permit." Why? Ask me! Ask me! I don't know!

What Others Say About "Blind Husbands"

Des Moines, Ia., Nov. 23, 1919.

Universal Film Exchange, Inc.,
1600 Broadway, New York City.

Opened my Rialto today with Stroheim's "Blind Husbands." Did capacity business. I want to congratulate you on this production, as it has all the fine elements that go to make up a big photodrama.

E. P. HELMTS, Rialto.

Racine, Wis.

Universal Film Co.,
1600 Broadway, New York City.

"Blind Husbands" here today at Rex Theatre, and, emulating Alhambra Theatre, Milwaukee, last week, stood them out from two till ten-thirty P. M. Thanks to Stroheim for the wonderful scenario, thanks to Universal for wonderful production, and thanks to Manager Levine for the first run.

TOM NORMAN, Manager, Rex Theatre.

Milwaukee, Wis.

Universal Film Exchange, Inc.

"Blind Husbands" broke all house records at the Alhambra Theatre here this week. Closed Hearst News, No. 46, three days for fifty dollars at Alhambra Theatre, in addition to my regular run on this reel.

GEORGE LEVINE, Alhambra.

Milwaukee, Wis.

Universal Film Exchanges, Inc.

"Blind Husbands" opened and played Tom Saxe's Alhambra Theatre, Nov. 16th, to capacity business, turning hundreds away up to nine-thirty P. M. Caustic critics proclaim it one hundred per cent. entertainment, and indications point to record-breaking attendance for the run.

GEORGE FISHER, Manager Saxe's Alhambra Theatre.

Last Minute Shopper —ACT NOW!

"L-A-S-T c-a-l-l" for Holiday orders, gentlemen—one final opportunity to round out your Holiday bill. Yes, it's last minute shopping, but there's still time if you act now.

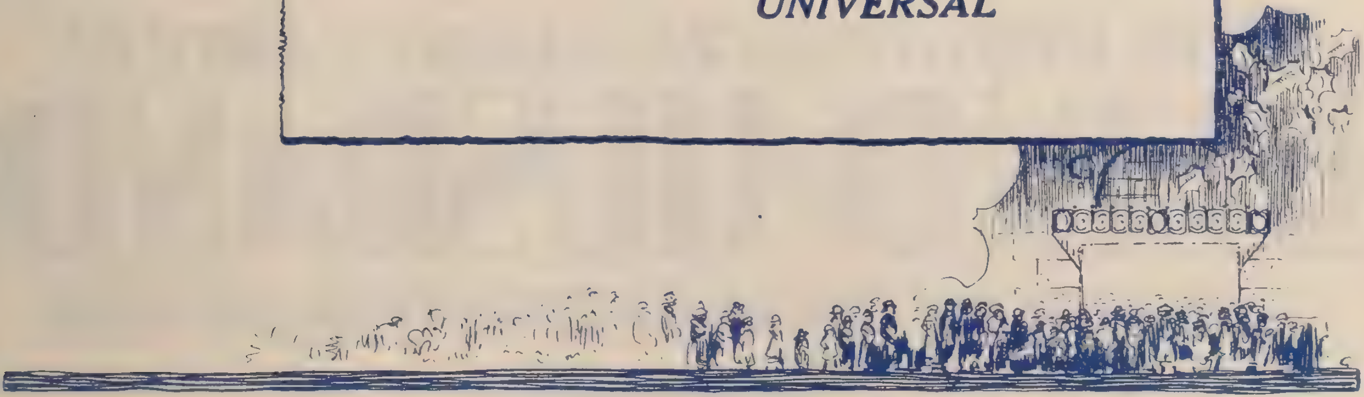
It's to be a grand Xmas—you're giving your patrons a whale of a program—the best you ever offered, but—think a moment—isn't there just one more tempting feature that you need—that you simply must have to make your Holiday business top anything ever known before?

To make sure, go carefully over this HOLIDAY SECTION once again—pick out that "just one more" from this splendid list—do it now.

We've done our best to help you give your people the happiest Xmas they've ever enjoyed, and now it's up to you to put the finishing touch on your program. Add that last-minute "just right" extra feature.

And now, gentlemen, we wish you all a very Merry Christmas and a prosperous and Happy New Year.

UNIVERSAL



They left their Sunday dinne
to See —

Universal Holiday Season
Specially Selected Pictures

Von Stroheim's Wonder-play

THIS photograph was taken at one o'clock on the afternoon of Sunday, December 7th; the opening performance of "BLIND HUSBANDS" at the CAPITOL THEATRE. Although this is the hour when the world and his wife are at Sunday dinner, the line of eager patrons extended up Broadway to 51st Street and down that street as far as the eye could reach—all standing waiting—in the rain.

"The Picture you'll never forget"

"BLIND HUSBANDS

A UNIVERSAL-JEWEL PRODUCTION DE LUXE

Presented by
CARL LAEMMLE

"Supremely compelling"

says the N.Y. TIMES

"If the promise that is born of Von Stroheim's performance as a director is fulfilled, the screen will be greatly enriched. "Blind Husbands" is superior to most of the year's productions. It is interesting throughout, and at times SUPREMELY COMPELLING. The story is developed to its full power by pictures for which no words are needed. In a number of dominating scenes there are no words at all, only eloquent pictures—more eloquent than words can ever be." N. Y. TIMES.

Universal
Holiday
Season
pecially Selected
Pictures

on Stroheim's
Vonder-play

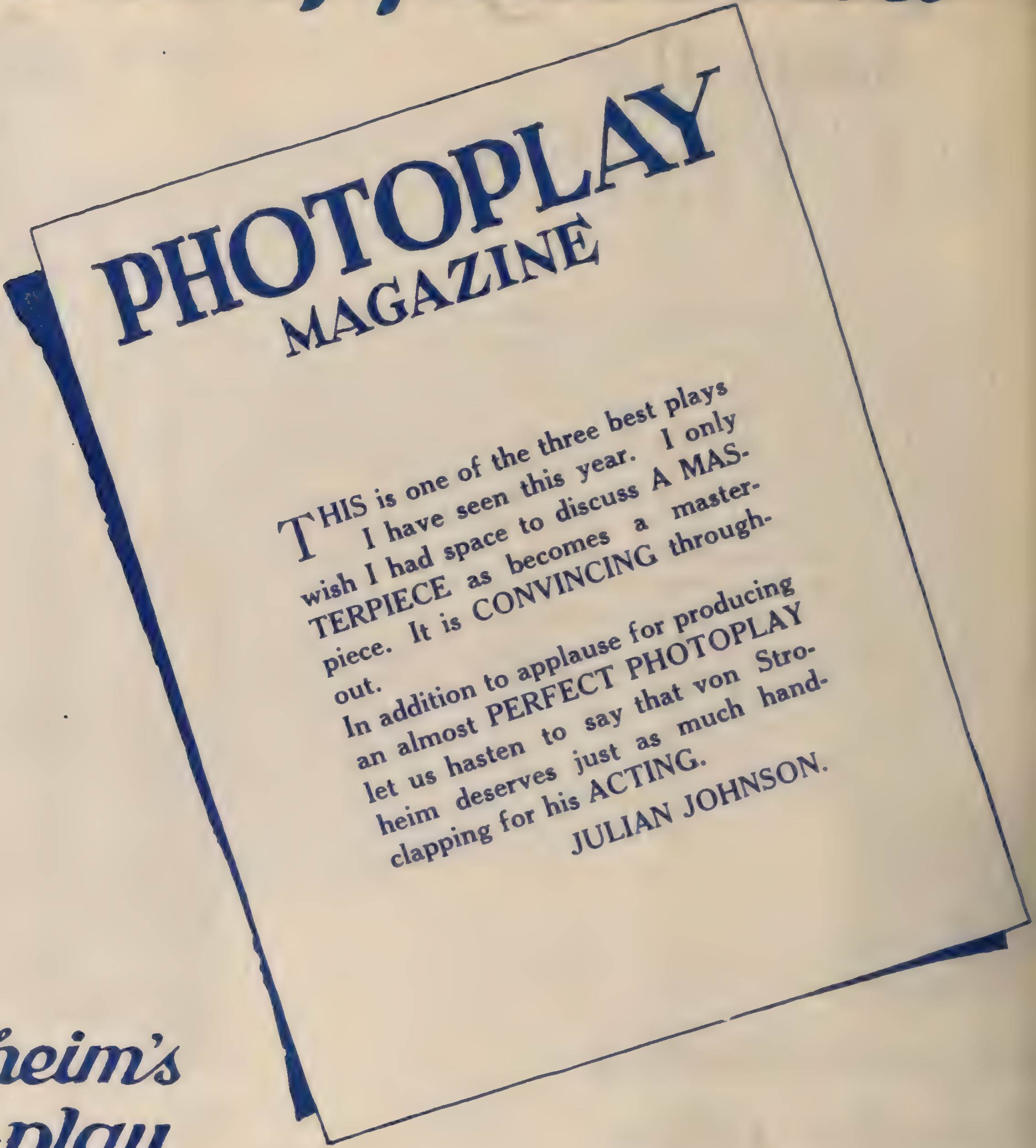
"The Picture you'll never forget"

BLIND HUSBANDS"

A UNIVERSAL-JEWEL PRODUCTION DE LUXE

Presented by
CARL LAEMMLE

Millions of fans read—



PHOTOPLAY
MAGAZINE

THIS is one of the three best plays I have seen this year. I only wish I had space to discuss A MASTERPIECE as becomes a masterpiece. It is CONVINCING throughout.

In addition to applause for producing an almost PERFECT PHOTOPLAY let us hasten to say that von Stroheim deserves just as much handclapping for his ACTING.

JULIAN JOHNSON.

Universal Holiday Season
Specially Selected Pictures

Von Stroheim's Wonder-play

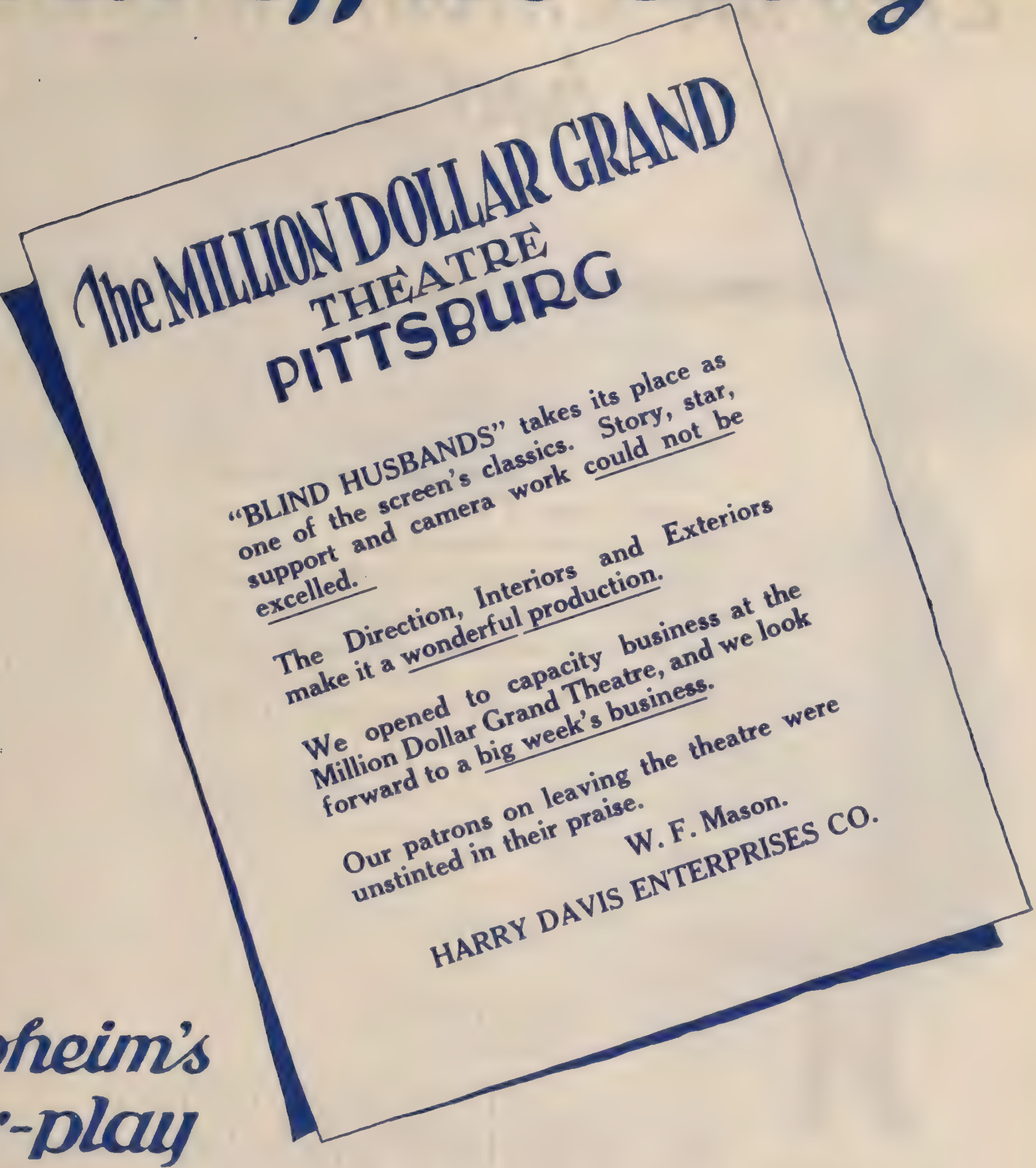
"The Picture you'll never forget"

"BLIND HUSBANDS"

A UNIVERSAL-JEWEL PRODUCTION DE LUXE

Presented by
CARL LAEMMLE

The Box office Story—



The MILLION DOLLAR GRAND
THEATRE
PITTSBURG

"BLIND HUSBANDS" takes its place as one of the screen's classics. Story, star, support and camera work could not be excelled.

The Direction, Interiors and Exteriors make it a wonderful production.

We opened to capacity business at the Million Dollar Grand Theatre, and we look forward to a big week's business.

Our patrons on leaving the theatre were unstinted in their praise.

W. F. Mason.
HARRY DAVIS ENTERPRISES CO.

on Stroheim's
Vonder-play

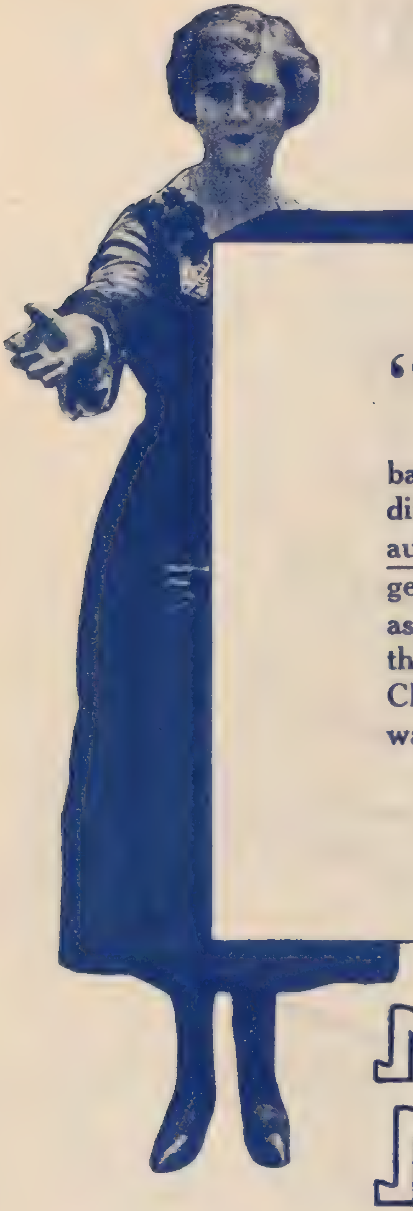
"The Picture you'll never forget"

BLIND HUSBANDS"

A UNIVERSAL-JEWEL PRODUCTION DE LUXE

Presented by
CARL LAEMMLE

"Even the Chronic Kickers had to confess—!"



"WE ran 'Bonnie, Bonnie Lassie' and I want to say to you that it is a dandy—in fact, it is the best production I ever saw, barring none. I will say that it is a very extraordinary feature, inasmuch as it will please a whole audience, and I find it a mighty hard proposition to get a picture that will appeal to all—young as well as old, and send them away talking about it, but that is what this picture did here, and all our CHRONIC KICKERS HAD TO CONFESS that it was a dandy."

P. D. EREHART,
Steele City, Neb.

MARY MacLAREN

Supported by SPOTTISWOODE AITKEN
in the Sparkling Comedy-Drama

"BONNIE BONNIE LASSIE"

UNIVERSAL SPECIAL ATTRACTION

"Hist!
I'm a
bad
bird" says
Mrs.
Joe

"WHISPER!" says Mrs. Joe. "I'll tell you, becuz you're only the Sheriff—but in this new play of mine I'm a bad ham; I am. I shoot folks and smoke a pipe right in school and poison the cat and cut up somepin scandalous. Everybody in the audience thinks I'm a grown-up bad man, and that's where I fool 'em—I nearly died of laughing at every rehearsal till Mr. Fishback made me promise to make the people out in front laugh instead. That's where we actresses have a hard time—we've got to pretend and pretend all the time, just to make some poor gink out in front think we're men. Ha! Ha! 'Member that funny picture—'You think I'm a little boy—but I ain't'. Well—that's me—I ain't!

Four-handedly yours,

MRS. JOE.

Mrs. Joe Martin
in
"A BABY DOLL BANDIT"
UNIVERSAL-JEWEL

Directed by
Fred. C. Fishback

Century
Made

Universal
Holiday
Season
Specially Selected
Pictures

"We are particularly pleased with the results"—

E. J. BOWES
MANAGING DIRECTOR
CAPITOL THEATRE

"AN HONORABLE CAD"

NUMBER FOUR OF THE

STAGE WOMEN'S WAR RELIEF SERIES

OF TWO-REEL PHOTOPLAYS DE LUXE

Presented by
CARL LAEMMLE
WITH THIS REMARKABLE
CAST

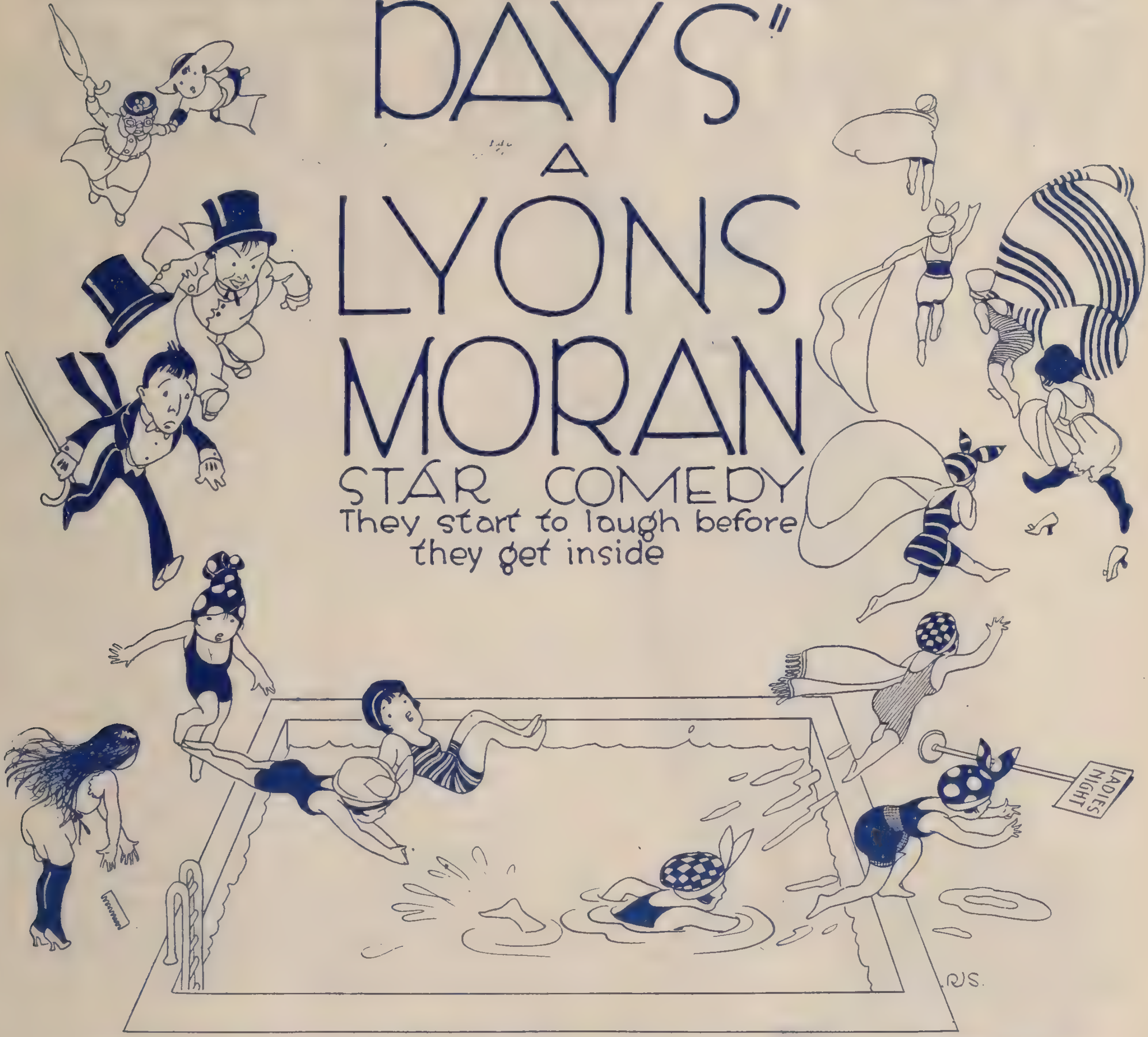
YVETTE GUILBERT
EDMUND BREESE
SHELLEY HULL
ETHELBERT HALES
JULIA DEAN
PHOEBE FOSTER
Mrs J. M. PIERCE
Mrs WILLIAM FARNUM

DIRECTED BY
GEORGE TERWILLIGER
SUPERVISION
EUGENE SPITZ

Universal Holiday Season
Specially Selected Pictures

RELEASED THRU UNIVERSAL - JEWEL

"IN THE GOOD OLD DAYS"



A LYONS MORAN STAR COMEDY

They start to laugh before they get inside

THE CENTURY WONDER DOG

Here's where I beat old H.C. of L.
A taste of your own medicine
Anything stronger than tea, waiter?
Universal Holiday Season
Specially Selected Pictures

TWO REELS OF FURIOUS FOUR FOOTED FUN

To say he's the smartest creature on four legs is putting it mildly. To do him something like justice you'd have to imagine Charlie Chaplin on hands and knees doing his funniest stunts with Joe Martin playing opposite—and as for screen friends—with his fun and antics, and above all his astonishingly human intelligence the Wonder Dog numbers them by the thousands. Don't wait—see him for yourself in his latest big little feature.

"A LUCKY DOG'S DAY"

YOUR UNIVERSAL EXCHANGE

Solve the ~~help~~ laugh problem with

WITH the Help Problem sticking closer than a porous plaster and old h. c. of l. hanging around longer than a cousin from the country, there's nothing like showing a RAINBOW for a gloom-chaser.

Here's Charlie right on the job with a crackerjack, rib-tickling laugh-tonic, and he makes so good that even the case-hardened dare-me-to-smiles have to loosen up with the laughes—and as for the regulars—well, it's a roar. Just see it.

"CHARLIE GETS A JOB"

featuring
CHARLIE FROM THE ORIENT

A new consignment of family laughs
The latest hit in the big cycle of

RAINBOW COMEDIES

Your **UNIVERSAL** Exchange

Mildre

NOT every picture-play need be filled with fighting—not every play need be sickening with sex. Why not a drama such as every girl passes through at one time or another—such as every man appreciates—the story of the coveting of clothes—and a beautiful home—and pretty things and the disillusionment that is pretty nearly sure to come. Here is a wonderfully appealing Lois Weber Picture that tells that story—let your people carry its wondrous memories home—for that's its name.

"HOME"

The Story of Every Girl

LOIS WEBER

Harris Chaplin

in Lois Weber's marvelously life-like picture of the awakening of a Small-town Wife

"FORBIDDEN"

YOU like the title—you like the Star—you like the Director. And you and every person in your audiences will like the play, because these very dramatic incidents might have happened to you—and your own wife. To say that Mildred Harris plays "FORBIDDEN" perfectly would be to "gild the lily." Book it and see. One hour of highest grade entertainment.

UNIVERSAL-JEWEL

The Strangest Character .
ever screened in any seria

The LION MAN

ALL-STAR CAST

Kathleen O'Connor, Jack Perrin
J. Barney Sherry, Leonard Clapham
Henry Barrows, Gertrude Astor

18
WEEKS

See
your
big
help
book
for
the
way
to
start
them
coming

Thrill
on
thrill
on
thrill

Get
ready for
my
first big
roar

Beautiful, Daring

EILEEN SEDGWICK

with

CLEO MADISON & BOB REEVES

in

"THE GREAT RADIUM MYSTERY"

Directed by Robt. F. Hill

"A thrill a second" *says* **WID**

Made by Pacific Producing Co.
Released Thru

UNIVERSAL

If you want a Serial that is simply one tremendous rush of gripping action—punch after punch—crisis on crisis—thrill on thrill—play the season's sure-fire winner

"ELMO THE MIGHTY"

featuring

Elmo Lincoln, the Fighting Colossus

We have yet to hear of a single theatre playing this 18-Episode Attraction that has not reported it an absolute success from every point of view. What more do you want in a serial?

JAMES J. CORBETT

18 EPISODES OF PUNCHES IN DRESS CLOTHES

"The MIDNIGHT MAN"

In more than one house showing James J. Corbett in "The Midnight Man," patrons coming in during its showing have asked if "The Midnight Man" was that week's feature. Absorbing? Yes—a knockout! And the best-dressed serial ever made!

-it's an action western
ARNOLD GREGG &
HELEN HOWARD
in
"The LINE·RUNNERS"
Universal Holiday Season
Specially Selected Pictures
2 REELS
"Universal always did make the best short stuff"

Universal Holiday Season
Specially Selected Pictures

New Screen Magazine

No. 45

THE industry which makes shrimp salad possible is the main business of many Philippine colonies along the coast of Louisiana, but the odors wafting from the long drying platforms are—well, odorous, to say the least. The next subject is very interesting to those in love, as it enables you to read your lover's character by his handwriting. A very comprehensive view of one of New York's railroad Mecca's—Grand Central Station—comes next, and the meeting place of Father Knickerbocker's country cousins is shown in all its details. Next, we are introduced to Captain Kit Dalton, age 77, of Memphis, who is the last of the notorious James brothers and Younger brother's outlaw bands. He was one of General Nathan Forrest's federal outlaws after the war. A Vegetable Race is a dandy game for children of all ages, while a futurist movie of Speaker Champ Clark puts a finishing touch to the issue.

"The Counterfeit Trail"

Two-reel Western Drama.

CAST.

Phil Mason	Robert Burns
Mary Watson	Magda Lane
Two Spot Joe	Allan Garcia
Crazy Watson	Edward Brown

CRAZY WATSON had a daughter, a grouch and a placer mine for which he could not get any water because a big dam had been built across the creek. The daughter was named Mary, and she has become interested in Phil Mason, who was a stranger in the region. The Sheriff had been warned to look out for a stranger, and when Phil came into the saloon he thought he had the man who was trying to pass off a roll of counterfeit bills. So he watched him.

Two Spot Joe was also watching strangers that day. Joe was in love with Mary and determined to have her. All he needed was money to help the old man fight for his water supply. When he saw two strangers in the saloon he made up to them and chose the one that displayed the most money. Phil and the other stranger quarreled, and the Sheriff saw the incident. Joe followed the well-heeled party, and when he came to a convenient spot he shot him and took the roll. Phil heard the shot, and while he was standing over the body the Sheriff arrested him, while Joe went direct to the Watson cabin, where he showed the old man the money and tried to make a match with Mary. In the discussion the old man was attacked by a fit of heart disease.

Phil, who had escaped from jail when indignant citizens tried to break in and lynch him, heard Mary call for help, and together they tried to revive the old man. Joe, returning to get Mary, got into a terrible fight with Phil, and in the excitement dropped the bank roll. The sheriff came up just at this time and arrested both men. Then he asked them who owned the bank roll. Joe claimed it, and that put the guilt on him, as it was all counterfeit.

"The Great Radium Mystery"

Episode 12.
"SHACKLED."

CAST.

Cleo Rand (The Countess Nada)	Cleo Madison
Gloria Marston	Eileen Sedgwick
Bob Preston	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Dove	Robert Gray

GLORIA'S dog, Brownie, had succeeded in loosening Gloria in time to save her from the force of the explosion, but Bob and Ferris, the banker, were found more dead than alive in the debris of the wrecked vault, while the Buzzard and his gang had secured the radium and the missing keys and map. As soon as he had sufficiently recovered, Bob summoned a posse and set out in pursuit of the gang. Gloria and Ferris also started, but while Ferris went into a store to telephone, Gloria saw the Dove, the Buzzard's chief assistant, who had been instructed to keep a watch on the party. He was on a motor cycle, and fearing to lose this certain clue to the bandits, Gloria set out alone in the car after him.

In the meantime the Buzzard had captured Madame Nada, and convinced at last of her double dealing with him he threw her in an underground vault of an apparently deserted cabin. "Only one woman ever double-crossed me, and she is paying yet," he said as he thrust her through a trap door. To her horror, Madame Nada was confronted with this woman, a mere skeleton of her former self, whose punishment for years had been to look alternately in a mirror and then at a picture of her former beauty.

Universal Holiday Season
Specially Selected Pictures

Bob, who had outridden several members of his party, came upon the band of outlaws, and in a few minutes was again in the power of his arch-enemy. Gloria's foolhardy attempt also led her into the trap which the bandits had prepared for her through the decoy methods of the Dove, and once more the Buzzard had the three principals in this whirlwind drama in his power. He resolved to put Bob out of the way once and for all, and to heighten his pleasure he brought Gloria to a platform which descended by means of a crank upon the tiled floor upon which Bob was tied, hand and foot. But while the villain was gloating in glorious anticipation, Gloria seized the crank bar and hit him a violent blow on the forehead; taking the radium and the key from his pocket, she jumped from the platform and started to undo the ropes which bound Bob. The Buzzard recovering quickly, saw his advantage, and spurred by the discovery of the loss of the radium, he started frantically to bring the platform floor down upon them both.

New Screen Magazine

No. 46

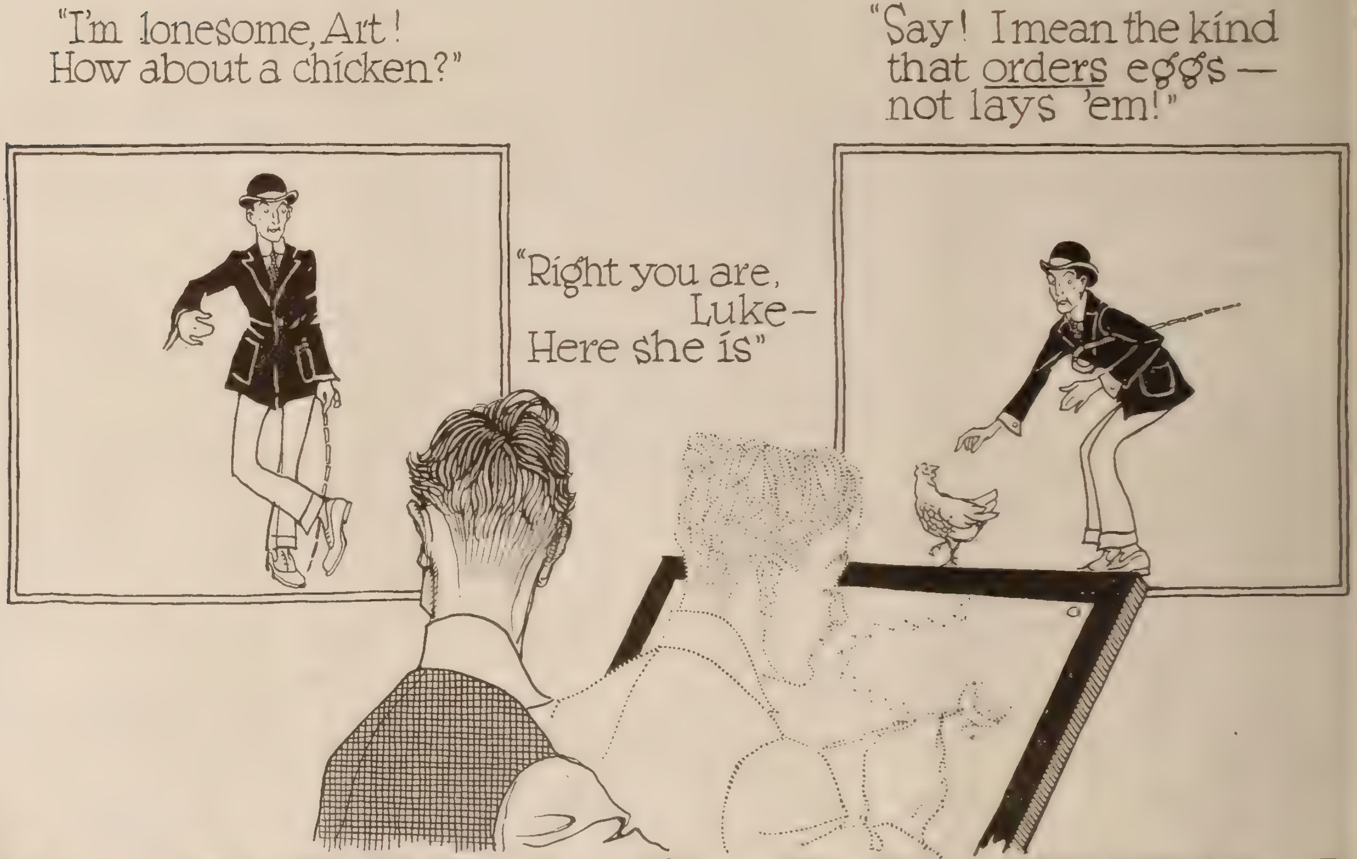
CHARLES H. CLARK, a New York inventor, has aroused much scientific interest by his discovery of a fact that a canoist can follow the waves of a ferry boat for miles without paddling. The secret is to keep the canoe on the forward slope of a wave licked up by the paddle wheel just ahead. Cinema Luke, the human cartoon, has a fight with Leslie Elton his creator. A new feature is introduced in this issue of the New Screen Magazine. It is called "Letterlaughs," being some excerpts from letters written to prominent physicians by illiterate persons. We have an interview with Mr. Hudson Maxim, the world famous inventor for making engines of war as well as paraphernalia of peace. He has invented among other things, Smokeless powder, which will burn under water. A futurist movie of Senator Hiram Johnson puts a final touch to this issue.

The Cleverest Novelty on Any Screen

"Cinema Luke"

Produced under direction of Leslie Elton. Process Pats. Pdg.

IF you, the Exhibitor, haven't personally seen "Cinema Luke" you've missed the cleverest mind-tickler that the screen has ever shown. You've seen trick stuff before, but you never saw anything that could touch this. In addition to being absolutely the very finest animated cartoon ever made the perfection with which the artist at his board and the figure on the screen work—and talk—and play together makes the appearance of "Cinema Luke" the signal for instant applause. People sit back and say with a laugh—"Now we'll see something really clever—really funny." Space will not permit a description of this marvelous novelty invented by Leslie Elton, an exclusive feature of the NEW SCREEN MAGAZINE, but if you will view it at your nearest Universal Exchange you will be well repaid for your time and trouble.


"I'm lonesome, Art! How about a chicken?"
"Right you are, Luke— Here she is"
"Say! I mean the kind that orders eggs — not lays 'em!"

The NEW SCREEN

s only One of Many

The most compact bicycle ever made for Man's convenience

WE often spend more money in digging up a single novelty to show only once on the screen than our competitors invest in their whole reel. We do this so that you can give your audiences real value for their money and so that we can keep on selling you the best Novelty Reel on the market—our idea of the only way to do business—and we guess it's yours, too!

The Art of Violin Making

Miss Helen Dowe—U.S. Fire Lookout guarding one million acres.

The revolving Table—or solving the servant problem

She illustrates Lillian Russel's Screen advice on Beauty. Miss Ellen O'Connor

MAGAZINE

"I say without hesitatio

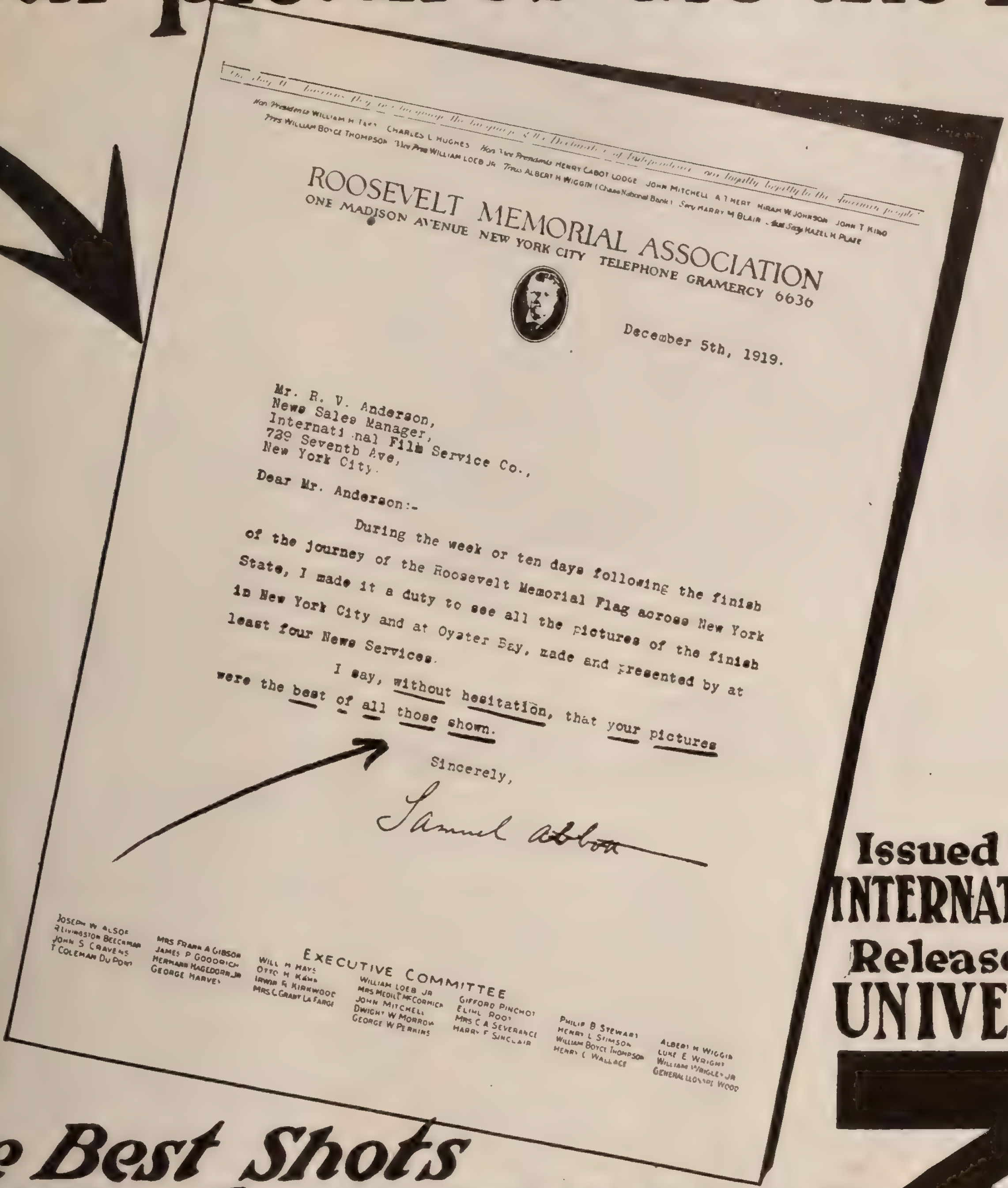
WE told you last week that Internatio always shows the best shots, and showed you some—but here's anotl proof of that same fact—and some mo best shots to back it up. Being alwa first with the news is only part of the ternational's service—the other pa which is just as vital to you— is the qu ity of the pictures. Book the BIG NEV THREE through your nearest UNIVE SAL Exchange today and you'll have the scoops and all the beats and the be shots always.

Alway

INTERNATIONAL NEWS
UNIVERSAL CURRENT EVENTS
HEARST NEWS

The

our pictures are the best"



Hon President WILLIAM H TAFT CHARLES L HUGHES Hon Vice Presidents HENRY CABOT LODGE JOHN MITCHELL A T HERT HIRAM W JOHNSON JOHN T KING
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ROOSEVELT MEMORIAL ASSOCIATION
ONE MADISON AVENUE NEW YORK CITY TELEPHONE GRAMERCY 6636

December 5th, 1919.

Mr. R. V. Anderson,
News Sales Manager,
International Film Service Co.,
729 Seventh Ave,
New York City.

Dear Mr. Anderson:-

During the week or ten days following the finish of the journey of the Roosevelt Memorial Flag across New York State, I made it a duty to see all the pictures of the finish in New York City and at Oyster Bay, made and presented by at least four News Services.

I say, without hesitation, that your pictures were the best of all those shown.

Sincerely,

Samuel Abbott

EXECUTIVE COMMITTEE

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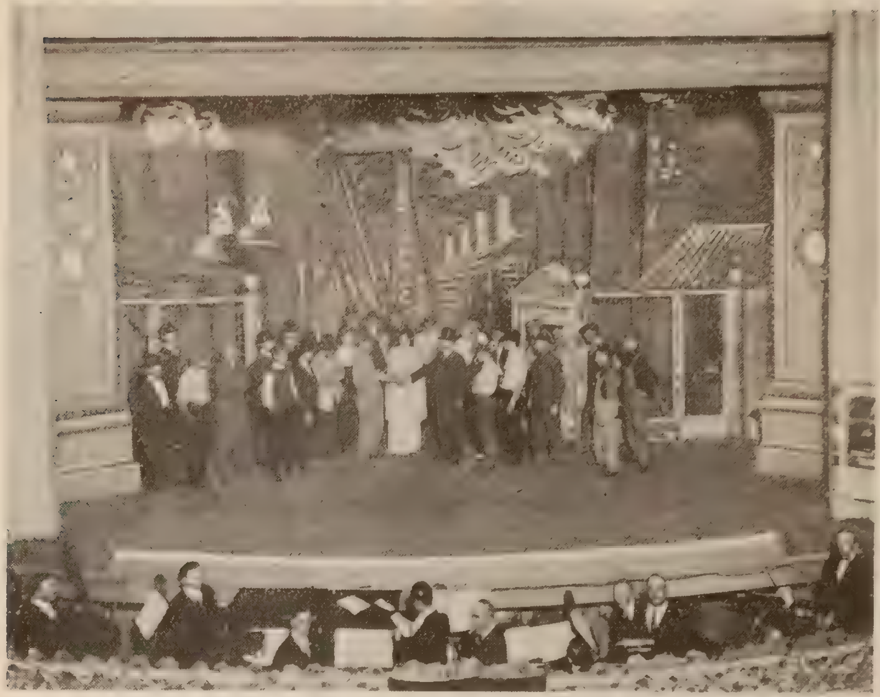
Issued by
INTERNATIONAL
Released thru
UNIVERSAL

he Best Shots

BIG NEWS 3



Remarkable setting achieved by J. V. Bryson in the New Unique Theatre of Minneapolis for "The Right to Happiness."

Bryson Puts Over Another Smashing Effect

YOU can always depend on James V. Bryson of the Universal Film Exchange of Minneapolis to do something different than any other exchange manager. He puts forth these efforts on big productions and always capitalizes on the experience which many years of showmanship have given him. When "The Right To Happiness" came into his exchange some weeks ago, he realized that it was one of the big outstanding pictures of the year and when he booked it into the New Unique Theatre of Minneapolis for a run of six weeks he set about putting it over in the characteristic Bryson manner.

A photograph on this page shows the manner in which he arranged his stage setting, but the limitations of photography give only a slight idea of the effectiveness of the idea, work it implied, and the expense entailed in its execution. The setting represents an entire factory street built and painted to imitate the brick buildings of a huge steel plant. The huge kilns in the back and the chimneys were all built in such a way that smoke and flame issued out of them, making the entire set as real as though a steel plant fully equipped and running were set down on the stage of the New Unique Theatre.

The photoplay itself was preceded by a prologue in which sixty people were used and in which Mr. Bryson invited a number of men who were interested in industrial matters in Minneapolis to make short speeches. In fact, a very interesting debate was conducted on the stage of the theatre which directed the attention of the entire city to it through full reports in the daily papers.

Mr. Bryson also realized that the production would be of particular interest to workingmen and made an effort to bring "The Right To Happiness" to their attention by issuing a special employee's ticket to manufacturers and giving them preference in seating over the crowds which nightly filled the theatre at prices of from 25 cents to $1.50 top.

The run of "The Right To Happiness" in Minneapolis, started so auspiciously at the New Unique Theatre, has been particularly gratifying to Mr. Bryson, and is not over by any means, for "The Right To Happiness" is a play which will be as effective a year from now as it is today.

IT OPENED BIG.

PITTSBURGH, PA., OCT. 28.
H. M. BERMAN,
1600 BROADWAY, N. Y.

DESPITE ONE OF THE RAINIEST DAYS OF THE SEASON, "RIGHT TO HAPPINESS" OPENED TO BIG BUSINESS AT THE OLYMPIC THEATRE, PITTSBURGH, SECOND DAY BEING STILL LARGER THAN FIRST.

HERMAN STERN.

A REMARKABLE EDITORIAL.

L. H. ANDREWS of the Consolidated Film Exchange of Atlanta sends an editorial from the Keowee Courier, of Walhalla, S. C., as an example of the hold that "The Right To Happiness" has secured on the exhibitors and the newspapers of his territory. This effect is enthusiastically attested by William Oldknow, who dropped into town last week over night. Mr. Oldknow used to come to New York almost every week, but since he married, Atlanta and particularly that portion of it which he purchased and has made into a real home estate, has taken on an altogether remarkable attraction for him. He is now trying to induce Herman Fichtenburg and his wife to leave the Claridge and return to New Orleans and really live again. Herman is wavering.

Here is what the Courier says:

"The Courier seldom goes out of its way to "boost" editorially any man's business, and no man's money can buy an editorial advertisement in this paper. We want, however, to urge upon the people of Walhalla that they see "The Right To Happiness" at The Rex Theatre to-night (Wednesday). It is worth while seeing. It is one of the most beautifully pathetic and pathetically beautiful motion pictures we have ever witnessed. It teaches a lesson that is sadly needed these days. If you are accustomed to think occasionally, go to see this picture; you will have food for thought for days to come. If you never think seriously, go and see "The Right To Happiness"; maybe you will "get the habit" of thinking. If you are a profiteer in merchandise, produce, labor, anything—if you are imbued (as most of us are) with the idea that "we must get ours" while conditions are unsettled and unwholesome, go see this picture and witness the extremes to which greed and love of money and power can lead. Every man who contributes his bit to the continuance of falsely elevated prices, unstable conditions, unwholesome monetary gains, is contributing his share to unthinkable possibilities for the future."

Hearst News

No. 51

Scenes in London During the Great Railway Strike.

Sub-Titles.—Waterloo Station—deserted—not a single train moving. Suburbanites engage in a mad scramble for overcrowded trams. Hyde Park becomes a food distributing center—motor lorries keep the milk supply moving.

"Oo, La, La!"—Fifth Avenue is startled by Dame Fashion's latest Paris creation—the pantaloon skirt.—*New York City.*

Sub-Titles.—An interested gallery. It is convenient and comfortable is the Paris argument.

Skate On Skis.—Alpine Club prepares for the winter season with practice among the sand dunes.—*Berlin, Germany.*

Sub-Titles.—Turning is a difficult job. How to ascend a hill on skis.

"Fair and Warmer."—Maybe—perhaps—showing how the weather man works atop a Manhattan skyscraper. —*New York City.*

Sub-Titles.—Reading the barometer to determine the atmospheric pressure. Hoisting the storm signal flag for the benefit of seagoing ships. "Colder—with light snow flurries——northeast winds!"—Even the weather man has a chill at the prospect.

Christmas Eve!—Time—late. Soft light, sleepy kiddies; sleigh bells off stage.—*Somewhere, U. S. A.*

Sub-Title.—A dream come true!

In the Public Eye.—Secretary of War Baker and General March return from Panama.—*Hoboken, N. J.*

Sub-Titles.—Members of the House Military Affairs Committee and famous aviators confer at the Capital upon the advisability of creating a cabinet officer of aeronautics. Samuel Gompers and Labor agents of the country hold a national pow-wow at Washington. Samuel Gompers and John L. Lewis, leader of the recent coal strike. Major Haslett, Representative La Guardia and Lieutenant Commander Bellinger.

A Private Zoo.—Millionaire resident of Uruguay's capital keeps a menagerie at his home.—*Montevideo, Uruguay.*

Sub-Titles.—Senor Rios is very strong with the younger set—naturally! Putting a baby elephant through his paces for the amusement of the children of his wealthy neighbors. Feeding the seals. A guest from the North.

Motorcycle Thrills.—Riders compete in hill climb.—*Los Angeles, Cal.*

Sub-Titles.—Stealing some stuff from the ancient Roman charioteers. Cutting figure eight.

Allied Troops Honor Czecho Slovak Dead.—*Vladivostok, Siberia.*

Sub-Titles.—Led by khaki-clad Yanks the fighting men of many nations march in tribute to those who made the supreme sacrifice. Czecho Slovaks bearing floral tributes for their comrades' graves. The poilus—followed by their British comrades in arms. And the Yanks.

FAMOUS PARSIAN THEATRE ERECTED AT UNIVERSAL.

THE Odeon, the famous theatre of Paris, has been duplicated at Universal City for the concluding scenes of "The Woman in the Plot."

"The Woman in the Plot" is Erich von Stroheim's Universal photoplay of Parisian love-intrigue. It is a fitting screen story to follow Stroheim's master-drama "Blind Husbands."

In the notable cast appear Clyde Fillmore, the matinee idol of "Civilian Clothes," Sam de Grasse, who played one of the leading roles in "Blind Husbands" and Una Trevelyn, the dazzingly blonde beauty of the screen.

Immaculately costumed men by the hundred, scores of bewitchingly pretty girls, gem-enclustered dowagers of the Continent and the army of atmosphere necessary to a big production are used in many of the scenes.

The Parisian street scenes are said to be particularly accurate. Several years before the war Stroheim was a military attache of the Austrian embassy in Paris and knows the ins-and-outs of the French metropolis thoroughly.

EXPLOITING "THE MIDNIGHT MAN"

Barney Goodman, manager of the Frolic Theatre, San Francisco, worked a stunt" for his opening of Jim Corbett's serial that sent his "kid" business up one hundred per cent and at the same time got him yards of newspaper publicity.

He arranged with George Warren, dramatic editor of The Daily News, San Francisco, to give a special children's performance on Saturday morning during the week of the first episode. The idea was that any boy or girl under fourteen years of age would be admitted to the Frolic at this special performance on presentation of a coupon that was published daily in The News and one cent war tax.

Stories appeared every day for a week preceding the performance with the result that the Frolic was given more publicity than any other theatre in town. And on the day of the special performance over one thousand children were lined up in front of the house before ten o'clock in the morning.

This "stunt" can be worked anywhere on any attraction but it is particularly effective on a serial as what child, after seeing the first episode of a thrilling picture, can resist the temptation of seeing the rest of the picture.

Try this one and watch your business go up.

THOUSAND WOULD PAY TO BE WALLACE BEERY.

IF Tod Browning, directing Priscilla Dean in "The Beautiful Beggar" at Universal City, should ask for volunteers to double for Wallace Beery, the noted character player, he would be killed in the rush. Wallace Beery appears in support of Miss Dean as a Turkish sheik with a modest little harem of a hundred wives. The harem set constructed at Universal City is accounted one of the most magnificent interior settings ever used for a motion picture.

Far-flung marble halls of glistening marble and mosaic are gorgeous thoroughfares to the many luxurious alcoves where Beery, as a powerful shiek of Constantinople, reclines on silken pillows to watch the rhythmic gyrations of his dancing wives. In the words of Confucius: "It's a great life if you don't weaken." A guest at Universal City recently watched the filming of a harem scene and attacked the business accumen of the world's film capital bitterly:

"Why," he asked, "should Beery be paid large money for this work when there are thousands of tired business men who would do it just for a relaxation?"

Belgian Ambassador Sends Condolences

AMONG the hundreds of letters received by Mr. Laemmle from friends and admirers of William Stowell and Dr. Armstrong, members of the Smithsonian-Universal African expedition who were killed in the Congo, there came several on the crested stationary of the State Department and the Belgian Embassy. They were transmitted by the Smithsonian Institute to Mr. Baker, manager of the Universal Film Manufacturing Company, for Mr. Laemmle, who sent them to the stricken families.

SMITHSONIAN INSTITUTE

Washington, D. C.

December 12th, 1919.

Dear Mr. Tarkington Baker:

I beg leave to enclose herewith a copy of a letter received from the Belgian Ambassador to the United States, Baron de Cartier, in which he expresses his sympathy and conveys the heartfelt condolence of the Belgian Minister for Foreign Affairs in the unfortunate accident to the African Expedition, resulting in the death of Dr. Armstrong and Mr. Stowell.

I am enclosing a copy of a communication from our own Secretary of State, Mr. Lansing, asking that his sympathy also be tendered to the bereaved families in their grief.

Very sincerely yours,
(Signed) Charles Walcott,
Secretary.

AMBASSADE de BELGIQUE

Washington, D. C.

December 6, 1919.

Sir:

I have the honour to advise you that I have just received a cablegram from M. Hymans, Belgian Minister for Foreign. Affairs, concerning the terrible railway accident which befell your mission in the Congo. Mr. Armstrong and Mr. Stowell Farr have been killed; Mr. Horn is seriously hurt; Mr. Kohler, Mr. Thierry and Mr. Porter have been bruised.

The Minister for Foreign Affairs requested me to convey to the Smithsonian Institution on this sad occasion his most heartfelt condolences to which allow me to add the expression of my own deep sympathy.

Believe me, Sir,
Yours very truly,
(Signed) T. de Cartier.

To the Secretary
of the Smithsonian Institution,
Washington, D. C.

THE SECRETARY OF STATE
Washington, D. C.

December 8, 1919.

Charles D. Walcott, Esquire, Sec.,
The Smithsonian Institute,
Washington, D. C.

Dear Mr. Secretary:

Referring to the advice which I understand has been communicated to you by the Department of State of the death by accident in the Belgian Congo of certain members of an expedition sent out by the Smithsonian Institution, and the injury of other, may I extend to you and your associaties my deep sympathy in the loss the Institution has suffered? I should be grateful if, to the expressed sympathy of the Belgian Minister of Foreign Affairs for the bereaved families, my own could be added.

Sincerely yours,
(Signed) Robert Lansing.

BRYSON'S MOTHER PASSES AWAY.

THE many friends of James V. Bryson, executive manager of the Minneapolis office of the Universal will be sorry to learn of the death of his mother, Mrs. Helen Bryson, aged 70 years. Mrs. Bryson formerly lived at Warrensburg, Mo. and came to Minneapolis last year to be with her son. She died Friday, November 21st. after a short illness. Interment was in Lakewood Cemetary.

FEB. 1—SH-SH-SH!—FEB. 1.

Dig up a new 1920 calendar and turn to the second page—that's February. Take a red pencil and draw a circle around the FIRST. Then sit back and take a deep breath. Make it a "strong" breath if you have the where-with.

FAVORED AMUSEMENTS.

AT a time when the industry was facing a serious curtailment due to the coal shortage, it is interesting to note that in many places the opinion of the daily press favored the continuance of amusements.

The following comment in part, from the Tribune at Des Moines, Ia., indicated the attitude taken by most of the newspapers throughout the country.

"The Evening Tribune believes it would be a serious mistake to close the places of amusements. The men who are in charge of the fuel situation are acting wisely in giving the people something to occupy their time while the trouble is with them. In times of stress, even more than in time of peace we need relaxation if we are to keep an even keel. Recreation and amusements are the safety valve of modern society."

Similar comment was made by the News which devoted a one-page layout with pictures of stars, to arguents for the keeping open of theatres. The Sunday Register also came forth with a one-page size argument.

DO YOU KNOW.

—That the Universal is making pictures many times better than it did a year or so ago?

—That whereas an average feature a couple of years ago cost $25,000, the Universal to-day is putting $75,d00, $100,000 and as much as $150,000 into feature productions?

—That is why the Universal is averaging better pictures than any other film company?

—That if every Exhibitor in the United States and Canada doesn't know this, it is time his exchange let him in on it?

"THE GREAT RADIUM MYSTERY."

Episode 11.
"PERILS OF DOOM."

CAST.

Cleo Rand (The Countess Nada)	Cleo Madison
Gloria Marston	Eileen Sedgwick
Bob Preston	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Dove	Robert Gray
The Rat	Gordon MacGregor

THE driver of the mysterious tank entering the shaft through a secret entrance rescued Gloria and Bob from their perilous situation. He deposited them on a highway above the mine where Cleo Rand, who traveled under the alias of Madame Nada, gave her the long missing key and the tube of stolen radium. They decided to give it to Robert Ferris, Gloria's guardian and lawyer, for safe keeping until the other piece of the sheepskin map could be recovered. Madame Nada also informed her that this missing sheepskin was hidden in the fireplace at Bird's Nest Tavern. When they met the banker who was on the way to Gloria's rescue, these important documents and deed, which Madame Nada had also secured, were given to him and by him placed in the vault of the bank.

The Buzzard gang had been quick to discover the escape of their victims, and they pursued them instantly and audaciously. They decided to blow up the bank. In full force they swooped down on the little western town, capturing Gloria and Bob, who were enjoying their first moment of security together. They tied them in separate rooms, while the Buzzard placed a stick of dynamite in the outside door of the safe which contained the valuables they sought and the banker. An instant later there was a terrible explosion.

"SEEING THINGS."

One Reel O-keh Komedy, Featuring Neal Burns.

CAST.

Double Neal	Neal Burns
Nurse	Josephine Hill
The Clam	By Himself

NEAL is one of the fashionable ones who at some time or other in their existence are awaiting the call of having their appendix removed. As he waits, he watches other patients—a colored man turning white with fright almost causes Neal to swallow the thermometer with which the doctor is taking his temperature. He nervously arises and walks to the door—staggers through into the operating room. They put him on a table and as he looks, the doctor's face turns into that of a devil's, the nurse into a toothless old hag, and as the ether mask is attached, Neal feels like a pair of ice tongs are stuck in his ears and a wrench is applied to his nose and little devils with pick axes are hammering on his forehead. They fade itno oblivion and the darkness becomes light again. Neal sits up and finds the place empty. He goes to the door and in the corridor, to his astonishment, is himself.

He asks his double what he is doing here and it replies: "The same as you are." Neal cannot understand. They sit on a bench and the double takes from his pocket a clam shell and starts sobbing. Neal asks what that is. The double tells him "It's my poor little appendix's house. He was such an affectionate little appendix. Every morning he would wake me up, and he was so patriotic. Why every time I played the national anthem he used to wave the American flag."

Neal asks him what became of his appendix and the double tells him a wicked doctor cut it out.

As they talk the nurse passes along the corridor and the double tells him that she is his reincarnated appendix. Neal takes a fancy to the nurse—the double sits jealously and watches the proceedings. The nurse is quite coquettish and as Neal is about to steal a kiss, the double interferes. Neal is angry—starts to administer justice to the double when he comes to and finds he is struggling with the doctor and the nurse.

"THE LION MAN."

Episode 2.
"The Rope of Death."

CAST.

Jim Westcott	Jack Perrin
Stella Donovan	Kathleen O'Connor
Frederick Cavendish	Barney Sherry
Patrick Enright	Henry Barrows
John Cavendish	Robert Walker
Celeste	Gertrude Astor
The Lion Man	Slim Padgett

STELLA is rescued by firemen from the burning house. She confides to Farris, city editor of "The Times," that she believes Frederick came to his death before the fire started. Farris tells her to follow Celeste. She disguises herself as a boy and starts for a Bohemian restaurant that Celeste frequents. At this cafe, Enright and John are having a talk. Enright had retained a copy of Frederick's will, and tells John that he must sign a paper, turning over a considerable amount of money, or that he will disclose the will. The will previously made had not been found, and Frederick's estate has been ordered held in trust for one year.

Celeste has received an important telegram that she displays to John and Enright. Stella, spying on them from the next booth, is observed. They rush to her, but she leaps over the partition and seizes the telegram. Some newspaper reporters come to her assistance, and she manages to escape, but with only half of the telegram. She goes at once to Celeste's apartment, enters by aid of a pass key, and is starting to search the apartment when Celeste, Enright and John come. Stella hides in Celeste's bedroom, and when Celeste enters, she overpowers her, takes the missing portion of the telegram and reads it. This telegram is from a man named Lacey, and states that Westcott has just returned from interviewing Cavendish, that he appears worried, and asking that immediate instructions be given. The message has been sent from Topaz, a mining town in Arizona.

Enright has summoned "Rat" Beaton, a gun man, to follow the boy who had taken half of the telegram in the cafe. Beaton comes to Celeste's apartment just as Enright and John discover that Stella, or the boy as they think, is in Celeste's bedroom. They start to batter down the door. Stella finds a rope used for emergency in case of fire and starts to descend by it to the alley below. Enright, Beaton and John break down the door and enter the bedroom. Stella is only half way to the ground as Enright takes out a knife to cut the rope.

"A nice bag of Coin

Says this Exhibitor

Rex Theatre,
Winthrop, Minn.

Finished my two days run of "THE HEART OF HUMANITY." It went over big. As for the picture, it is beautiful, and I wish to say to the exhibitors that it is a picture you cannot help but make money on. I spent as much for music and advertising as the picture cost me; still I had a nice bag of coin left. Don't be afraid of it, boys, get it and clean up. It will establish a reputation for you and your business and, best of all, it will get the kail.

Yours truly,

ALFRED J. JOHNSON.

Note.—Population only 1043!

DOROTHY PHILLIPS

IN

ALLEN HOLUBAR'S SUPER-PRODUCTION

The HEART OF HUMANITY

—THE PICTURE THAT WILL LIVE FOR EVER—

RELEASED THRU **JEWEL** PRODUCTIONS

"THE LINE RUNNERS."

Two Reel Western Drama.

Produced by Norman Dawn.

CAST.

The Tramp	Arnold Gregg
Black Pete	Art Lee
Mazie Daw	Helen Howard

ON the borderline between two republics straggled the sun-baked town of Hell's Gap. It was promiscuously strewn around Jake's Eatery like hungry doughboys around the mess tent. Mazie Daw was the pride of the town and the waitress and cashier of its Delmonico. Old Jake cashed all of the boys pay checks and his safe was always as full of money as Mazie's pantry was full of pie.

But Hell's Gap was not misnamed. It was the roosting place of a band of smugglers under Black Pete's command and they had taken this opportunity to sneak a lot of merchandise across the border between the passing of the old ranger and the appointment of a new one. That day a mysterious stranger and a tramp came to town. The tramp applied at Mazie's place for food and she took pity on him because he had no money and offered to take him to board if he would wash the dishes. As soon as the smugglers saw the mysterious stranger, they immediately surmised that he was the new ranger. They decided to make a good job of it and loot old Jake's safe before the new ranger had an opportunity to get his bearings. Black Pete had to kill old Jake in order to effect his purpose and next morning when the body was found, the tramp was accused and the indignant citizens were just about to string him up when one of Black Pete's men confessed that the tramp was innocent. To their surprise the tramp assumed command of the situation and ordered the confessing smuggler to lead him to Black Pete.

"What have you got to say about it, anyway?"

"I am the new ranger. I have a lot to say about it."

The next day the mysterious stranger left town because he had nothing to do with the story anyway, and the new ranger had annexed the only cook in town.

CURRENT EVENTS.

No. 50.

Suffering follows in Wake of Great Coal Strike.—Lincoln, Nebr.

Sub-Titles.—Fireless firesides and zero weather forces Western city folk into woods in search of fuel. And the "kiddies" help. School teachers serve hot coffee to the wood cutters. William Green, Secretary of the Miners Union, Attorney General Palmer and John L. Lewis, of the Mine Workers, the men who ended the coal strike in conference at Indianapolis.

Pumping a Fast Pedal.—Cyclists clash in a speedy motor-paced race. *—Olympia Park, Berlin, Germany.*

Sub-Title.—The bicycle riders pick up the motor cycles wheel to wheel and the race is on.

Junior Diplomats.—Kiddies of the Minister from Paraguay make themselves at home in the Capital.*—Washington, D. C.*

Sub-Titles.—A salute to America. Exploring Washington is the favorite sport of the four children of the first envoy from the new republic of Poland.

Barbarous Barbarism!—"Tonsorial artists" at Barbers' Convention compete for New England championship. *—Boston, Mass.*

Sub-Titles.—The worm turns! Some day we'll assassinate a barber ourselves! Sevastine Quartatone, champion razor wielder of New England, gives a victim a close shave! Oh, very close! ZXCV!———! ———! !!!!! ———! (Muffled sounds from beneath the lather.) Morris Land wins the championship—haircut and a shave in 8 minutes 11 seconds.

Imperator Sails.—Flying the British flag for the first time former German liner leaves with many notables. Sir Arthur Shirley Benn and Lady Benn. The Princess Rostigliofi.

Modern Italy On the Ancient Roman Trail.—Pola, Istria.

Sub-Title.—Ruins of the great amphitheatre at the former Austrian naval base—now in the hands of the descendants of the Cæsars.

On Rations.—Bears find pickings lean these days of food shortage in Europe.*—Berne, Sitzerland.*

Visiting Santa Claus With the Good Little Kiddies.—Toyland, U. S. A.

Sub-Titles.—From far and near they gather for presentation at Court in Santa's own Capital—the beautiful city of Playville. The toy pageant with jesters from the wonderful country of Rackity-Tackity Land. Tweedledum and Tweedledee.

On Tour With Pershing.—Former Commander of the A. E. F. acclaimed by thousands.*—Savannah, Georgia.*

Sub-Titles.—An inspection of the Savannah Harbor as a guest of the Southern Commercial Congress. Meeting Lieutenant Maynard, the "flying Parson," first to finish in the transcontinental aerial Derby.

"CHARLIE GETS A JOB."

Rainbow Two-Reel Comedy.

Copyright, 1919, *Century Comedy Co.*

Featuring Charlie From the Orient.

IN the town of Pruneville there was an alley. The King of the alley was none other but our oriental friend, Charlie. Our first glimpse of him is sleeping sweetly in a barrel. His alarm clock is a mouse that runs up his trouser leg and wakes him up.

In the same village lived old boy Kale and his daughter. Her sweetheart was Johnny Onthespot. She implores her sweety to ask Daddy for his consent, but when sweety attempts to speak to Daddy, he almost kicks him into the middle of next week. Daddy takes his daughter for an auto ride and while they are arguing in the machine, they run over Charlie. They are very sorry, and to make amends, they hire him as their butler.

Johnny plans revenge and swears to get the girl. He knows the Kale family are going to give a dinner for all the noblemen in town. He goes to the alley and hires his friends to help him get the girl. Charlie had just trimmed these fellows in an African golf tournament and they were all so broke they leaped at the idea of getting some money.

The day of the dinner arrives. Johnny with his bunch of rough-necks hide in the shrubbery and when each nobleman comes along, they steal his clothes and one of the gangsters takes his place. When dinner is served, they rush for the table and up-set all the plans of the host. They recognize Charlie and see their opportunity of getting revenge on him.

Madame Goo Goo entertains, and while some other woman sings, Charlie cleans up the hallway with a vacuum cleaner. By accident, the singer's skirt catches into the vacuum cleaner, and it rips off her bodice. Great excitement follows and Charlie gets the worst of the rumpus. In the meantime, Johnny and the girl elope in the machine. Charlie hops on to the back of the car, but is bounced into a mud-pile. The fade-out shows poor Charlie trying to extricate himself from the mud-hole.

A Record-Maker at the Capitol!

The World's Biggest Theatre

BEAUTIFUL

"Beautiful scenic effects are achieved and genuine atmosphere surrounds the picture."
N. Y. Tribune.

ACTION

It is doubtful if any picture has had more fights per square inch than this one." **N. Y. Globe.**

"Opens with a fight and ends with a free-for-all battle." **Dramatic Mirror.**

STORY

"An excellent story, with Dorothy Phillips giving her usual tense impersonation."
N. Y. American.

PULL

"There is a large and greatly interested public for this kind of narrative, and a large and greatly interested part of it attended 'Paid in Advance' at the Capitol."
Morning Telegraph.

DOROTHY PHILLIPS

IN JAMES OLIVER CURWOOD'S
GRIPPING ALASKAN STORY

"PAID IN ADVANCE"

UNIVERSAL-JEWEL

DIRECTED BY THE MASTER-DIRECTOR, ALLEN HOLUBAR.

"I've come to take back that land you Stole"
PRESIDENT'S OFFICE

"A Gun-Fightin' Gentleman"

UNIVERSAL
SPECIAL
ATTRACTION

THE NEW YORK REVIEW SAYS:

"There is a quality of suspense about this picture as there is about all of the Carey offerings. You anticipate some rousing action, and usually you are not disappointed. The star has provided himself with a colorful role which, if familiar, is, at least, interesting."

"IF IT'S A CAREY IT'S A HIT."

YOUR BIG MONEY TWELVE

FRANCELIA BILLINGTON

"The Day She Paid"

EDITH ROBERTS

"The Triflers"

HARRY CAREY

"A Gunfightin' Gentleman"
"Marked Men"

ORA CAREW

"Under Suspicion"

TSURU AOKI

"Locked Lips"

MONROE SALISBURY

"The Phantom Melody"

PRACTICE makes perfect! The third year of making Universal Special Attractions the best in the world finds players and directors working together on an experience-gained basis which of itself alone assures you perfect satisfaction in every production. Added to this, you'll find in your BIG MONEY TWELVE the very widest variety. The stars your people love to see in a wonderful series that gives you, for once in your life—something for everybody! That's why we call them—your Big Money Twelve!

MARY MacLAREN

"The Pointing Finger"
"Rouge & Riches"

JAMES J. CORBETT

"The Prince of Avenue A"

FRANK MAYO

"Lasca"
"The Peddler of Lies"

UNIVERSAL

THE MOVING PICTURE WEEKLY

VOL. 9
NO. 20
JAN 3
1919

JACK
PERRIN
STAR OF
"THE LION
MAN"

UNIVERSAL
SERIAL

A Personal Question

INEVITABLY you have read of the widespread praise critics and public alike have showered on this truly great superfeature. You surely KNOW that here is a tried and tested success!

Then

only one question remains—a personal question—"Have **YOU** played 'The Right To Happiness'? Not yet?—then no matter whether your town is large or small, there's big money waiting for you. Get that money NOW.

"The RIGHT to HAPPINESS"

The Greatest Love Story Ever Told

Produced under the direction of

ALLEN HOLUBAR

STARRING

DOROTHY PHILLIPS

A UNIVERSAL~JEWEL SUPER PRODUCTION

Carl Laemmle
has the honor
of presenting
Number Five
of the

STAGE WOMEN'S WAR RELIEF SERIES

of two-reel
productions
deluxe

"The Mite of Love"

BY RACHEL CROTHERS

WHEN the newest and biggest picture theatre in the whole world booked this series—not just one single picture, mark you, but **the whole issue**, it was because the Capitol's management, ever on the lookout for the unusual, the out-of-the-ordinary, **the best**, realized that here was something different. No other group of pictures anywhere can boast such brilliant stars—no other series can offer such brilliant drama and comedy. Like the occasion that prompted them, they stand alone—absolutely unrivaled. Give your patrons the Capitol's choice. It's a safe lead to follow.

With this notable Cast

MABEL TALIAFERRO
ROBERT EDESON
MARGARET LESLIE
FORREST ROBINSON
MRS RUSS WHYTAL
LUCIA MOORE
RALPH MORGAN

DIRECTED BY
GEORGE TERWILLIGER
SUPERVISION
EUGENE SPITZ

"HALF HOUR MASTERPIECES"
RELEASED THRU
UNIVERSAL-JEWEL

STAGED IN THE CLOUDS

The most astounding drama that the mind of man ever conceived—or the bravery of the bravest ever carried to successful conclusion.

A romance of today which will be the actuality of tomorrow—piracy in the air lanes! A terrorizing certainty which crowds the mind with pictures of the vivid drama soon to take place in the vast ocean of the skies.

A picture in which you are lifted from your seat---to rush, to roar, to whirl, to dive through the immensity of space—to hang at a rope's end a mile above the earth while the woman you love sweeps on above you, helpless in the clutches of a bandit of the air.

Mayhap you will see many years from now one other human being with the ice-cold nerve of Omer Locklear in this amazing, overwhelming, stupefying Universal Jewel Production, but until that far-off day "THE GREAT AIR ROBBERY" will be Number One of all the pictures ever made above the surface of the earth. A thriller in which the sky's the limit!

Carl Laemmle offers the

"The GREAT AIR

LOCKLEAR
-the Daredevil of the Skies

Universal Jewel Super Production

ROBBERY"

CARL LAEMMLE *offers*

MARY MACLAREN

In FRANK R. ADAMS'
GRIPPING HUMAN-INTEREST STORY

"The POINTING FINGER"

Directed by EDWARD MORRISEY

UNIVERSAL SPECIAL ATTRACTION

WHAT'LL YOU DO WITH YOUR NEW YEAR?

No. 253 Straight from the Shoulder Talk by Carl Laemmle, President, Universal Film Manufacturing Company

I hope you'll have more than a Happy New Year!

I hope you'll have the best year you ever lived, not only in health and happiness, but in prosperity!

But the New Year will be what you make it, not what someone hopes it, particularly in the matter of prosperity.

Practically all of you have had a fat share of prosperity in the year just closing, but many of you were successful in spite of your own mistakes in booking. Prohibition helped you. All sorts of after-the-war conditions helped you. In fact it has been "The Exhibitor's Year."

You can make the New Year another "Exhibitor's Year," but you'll have to do some of the making yourself. You won't be carried along on the tide quite so easily as you were during the year just ending. Maybe it isn't polite and nice to tell you that your past success was not of your own making, but it's a good scheme to face the New Year with a clear understanding of what's what.

For example, exhibitor competition is going to have some hot spots this New Year. Territories where the exhibitor has been the czar are going to have new theatres. Czaring is not going to be such a cinch. The former czar will have to lay away his crown, doff his ermine robe, put on some overalls and work for a living. By that I mean that the exhibitor will have to do his booking with his brains and his showmanship and not with a lead pencil.

The Universal has, without doubt, made not only the biggest but the best pictures of the past year. There is no argument on that point at all. We've sprung more novelties than anyone in the business. We've kept away from the stereotyped stuff. We've supplied the original pictures and the unexpected things that have kept many a theatre from dying of dry rot.

Flushed with our success in this respect, we're going to give you even bigger and better productions during the New Year.

Our part is done when we make the goods you want. After that it's up to you to keep so well posted that you'll know what is ready for you. And as soon as you know that, just that minute you will ask the nearest Universal salesman to honor you with a visit.

You'll have a Happy New Year and a prosperous one if you use the brains God gave you!

THE SCREEN'S WONDER

Carl Laemmle
offers the
UNIVERSAL
JEWEL
SUPER PRODUCTION

"THE RIGHT

—THIS *Dual* ROLE

Played by

DOROTHY PHILLIPS

in The Greatest Love Story Ever Told

Produced under
the direction of
Allen Holubar

"Dorothy Phillips in the dual role of both daughters is superb."
Chicago Herald and Examiner.

"Dorothy Phillips interprets the difficult dual roles of the twins with sincerity, showing her wonderful ability as a dramatic star of the first magnitude."
St. Louis Times.

"Her portrayal of the two roles, so far apart in character, constitutes a remarkable demonstration of dramatic talent and artistic skill."
Montreal Daily Star.

"One would hardly believe that Sonia and Vivian could be one and the same."
Journal of Commerce.

"Dorothy Phillips in the dual role of the two sisters gives two splendid characterizations."
N. Y. Evening Mail.

"A really remarkable bit of work, vivid and compelling in its tiger-like earnestness."
Exhibitors' Trade Review.

"The star has an exceptional opportunity in her dual role and registers nice contrast, giving the anarchist girl as a splendid characterization."
Wid.

"Her performance of the dual role is an achievement."
The Billboard.

"It is hard to believe it is the same woman in both characters."
Boston Globe.

"No praise is to florid to hand Miss Phillips."
Chicago Evening American.

"She gives to Sonia and Vivian each a distinct and unusual personality. Sonia is the more vivid character and gives her the best opportunity. She is dramatic, humorous and pathetic and always lovable as the little radical. As Vivian, she is beautiful and stately."
Chicago Evening Post.

TO HAPPINESS"

CROWDS THAT

"If Holubar had done
handling of mob scene

BIG-

"One of the big
pictures of the year."
WID

BIG-

"Holubar has handled these
big scenes in a masterly
fashion." *EXHIBITORS HERALD.*

Be ready to handle Your
The Greatest Love

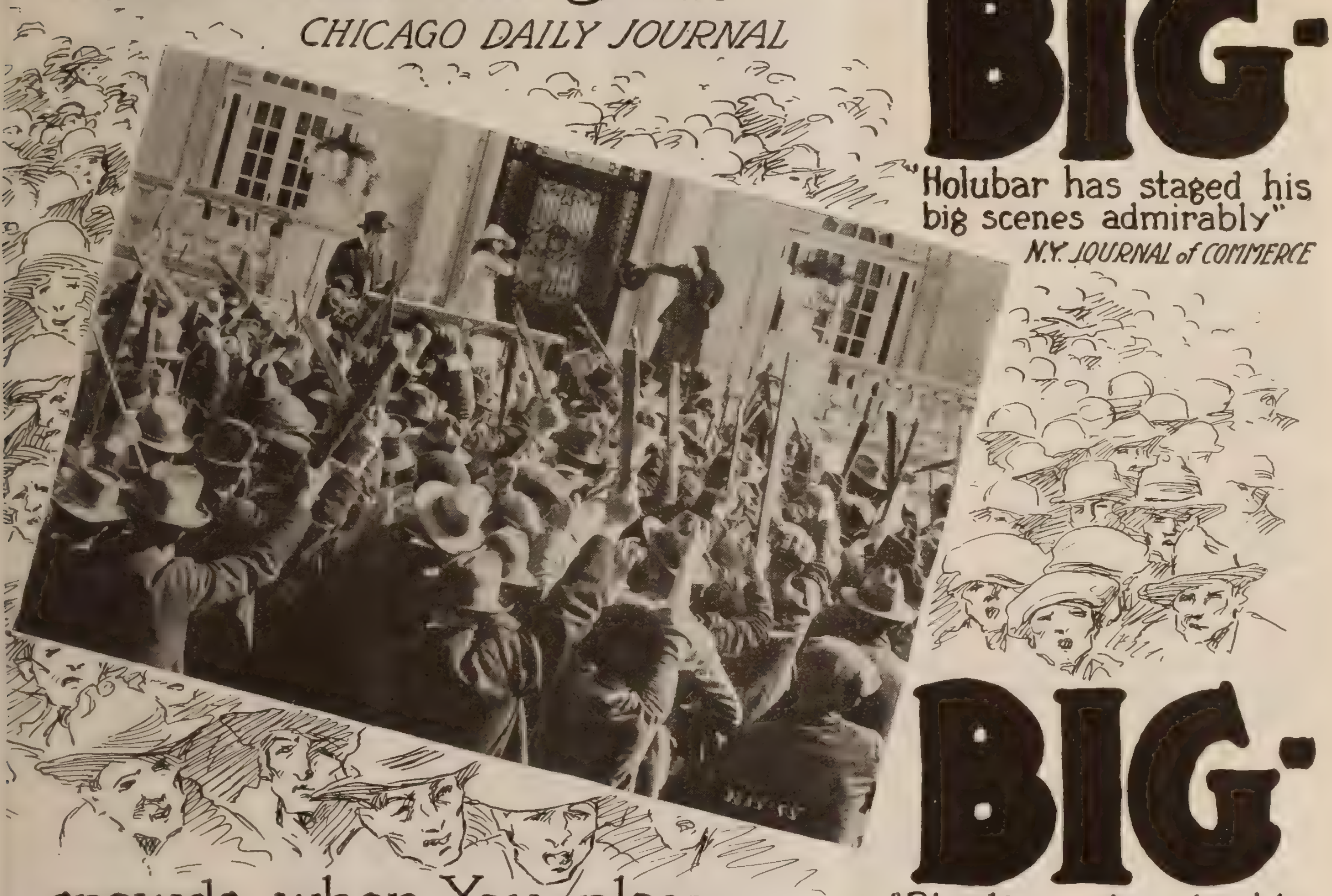
DOROTHY PHILLIP

America's Foremost Emotional Actress
UNIVERSAL - JEWEL

PULL CROWDS

nothing else his
would make him great"

CHICAGO DAILY JOURNAL



BIG-

"Holubar has staged his big scenes admirably"

N.Y. JOURNAL of COMMERCE

BIG-

"Big dimensions in this rich entertainment."

M. P. NEWS.

crowds when You play
Story Ever Told

in "The RIGHT TO HAPPINESS"

Produced under the direction of **ALLEN HOLUBAR**

PRODUCTION DE LUXE

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*

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Vol. 9. JANUARY 3, 1920. No. 20.

THE BIG MONEY 12.

FOR the convenience of exhibitors the names and stars of the "Big Money Twelve" are herewith listed:

"UNDER SUSPICION," by Mildred Considine, with Ora Carew and Forrest Stanley.

"LASCA," by Frank Duprez with Frank Mayo and Edith Roberts.

"A GUN FIGHTIN' GENTLEMAN," by Harry Carey and Jack Ford with Harry Carey.

"THE POINTING FINGER," by Frank R. Adams, with Mary MacLaren.

"THE DAY SHE PAID," by Fannie Hurst, with Francelia Billington.

"THE TRIFLERS," by Joseph Franklin Poland, with Edith Roberts and Forrest Stanley.

THE PHANTOM MELODY," by F. McGrew Willis, with Monroe Salisbury.

"MARKED MEN," by Peter B. Kyne, with Harry Carey.

"ROUGE AND RICHES," by W. Carey Wonderly, with Mary MacLaren.

"THE PRINCE OF AVENUE A," by Charles and Frank Dazey, with James J. Corbett.

"THE PEDDLER OF LIES," by Henry C. Rowland, with Frank Mayo and Ora Carew.

"THE YELLOW ORCHID," by A. H. Fitch, with Tsuru Aoki.

JEWELS.

Allen Holubar's Great Production, "THE HEART OF HUMANITY," with Dorothy Phillips, supported by William Stowell, Robert Anderson, Eric von Stroheim, Margaret Mann and George Hackathorn.

Mildred Harris in "HOME," written and directed by Lois Weber, supported by William Crittenden, Lydia Knott, Helen Yoder, Clarissa Selwynne and Frank Elliott.

Dorothy Phillips in Allen Holubar's production, "THE RIGHT TO HAPPINESS" supported by William Stowell, Robert Anderson, Henry Barrows, Winter Hall, Margaret Mann, Hector Sarno, Alma Bennett and Stanhope Wheatcroft.

Mildred Harris in Lois Weber's "FORBIDDEN," supported by Henry Woodward and Fred Goodwin.

Dorothy Phillips in James Oliver Curwood's famous Alaskan story, "PAID IN ADVANCE," produced by Allen Holubar with a supporting cast including Joseph Gerard, Lon Chaney, Priscilla Dean, William Stowell, Frank Brownlee, William Buress and Harry DeMore.

Erich von Stroheim's production "BLIND HUSBANDS" with Francelia Billington, Sam DeGrasse and H. Gibson Gowland.

Jewel's Epic of the air, "THE GREAT AIR ROBBERY," featuring the great Locklear, Francelia Billington, Ray Ripley and Allan Forrest. Directed by Jacques Jaccard.

Dorothy Phillips in Allen Holubar's Jewel production, "THE GORGEOUS CANARY," by Olga Linek Scholl, supported by Robert Anderson, Rudolph Valentin, Margaret Mann.

Von Stroheim in his production, "THE DEVIL'S PASS KEY," adapted from "Clothes and Treachery," by Baroness De Meyer, supported by Sam DeGrasse, Una Trevelyn, Clyde Fillmore and Mae Bush.

EDITORIALS.

OUR last week's issue contained our New Year's greeting to exhibitors. On page five of this issue will be found a New Year's Straight-from-the-Shoulder talk by Carl Laemmle, president of Universal. Read every word of it. It has an important bearing on the exhibitors' problems and particularly the booking problem.

IN another column will be found a list of the Big Money Twelve productions. They are listed for the convenience of exhibitors with the names of the authors and the principal players in them. There is also a list of Jewels available and to come and also the serials which Universal has made and is making.

FEBRUARY first will usher in a new Universal sensation. Keep the decks clear. When Universal starts anything it is worth tying up to.

DOLLS FOR CHRISTMAS.

THREE little New York girls are going to be mighty happy one night when their parents return from the Hippodrome with a doll each, fashioned to represent Priscilla Dean, Mary MacLaren and Francelia Billington, the Universal stars. (You see the Moving Picture Weekly went to press before Christmas.)

When the word reached Universal City that the New York American was going to auction off dolls at the Hippodrome for the poor of the city, the Universal players stopped work, rushed off to Los Angeles, personally selected a doll each and returned to dress it for the occasion.

"How will we dress the dolls?" asked Miss Billington.

"After the parts of our latest Universal photodramas!" Miss Dean suggested. The suggestion was immediately adopted.

As a result Miss Dean's doll is dressed to represent a beggar girl of Constantinople, Miss Dean's role in "The Beautiful Beggar." Miss MacLaren dressed her doll to look like "Becky Butler," her role in "Rouge and Riches," and Miss Billington outfitted her doll in the leather coat and boots of "Beryl Carruthers," her role in "The Great Air Robbery."

The dolls are to be auctioned from the stage of the Hippodrome, the proceeds going to the city's Christmas fund for the poor.

SERIALS.

James J. Corbett in "THE MIDNIGHT MAN," by Harvey Gates and William Piggott, directed by James W. Horne, supported by Kathleen O'Connor, Joseph Girard, Noble Johnson, Frank Jonasson and Joe Singleton.

"THE GREAT RADIUM MYSTERY," with Eileen Sedgewick, Bob Reeves and Cleo Madison. Directed by Robert Hill.

"THE LION MAN," based on the novel, "The Strange Case of Cavendish," by Randal Parish," with Kathleen O'Connor and Jack Perrin, sup-

(*Continued on page* 34)

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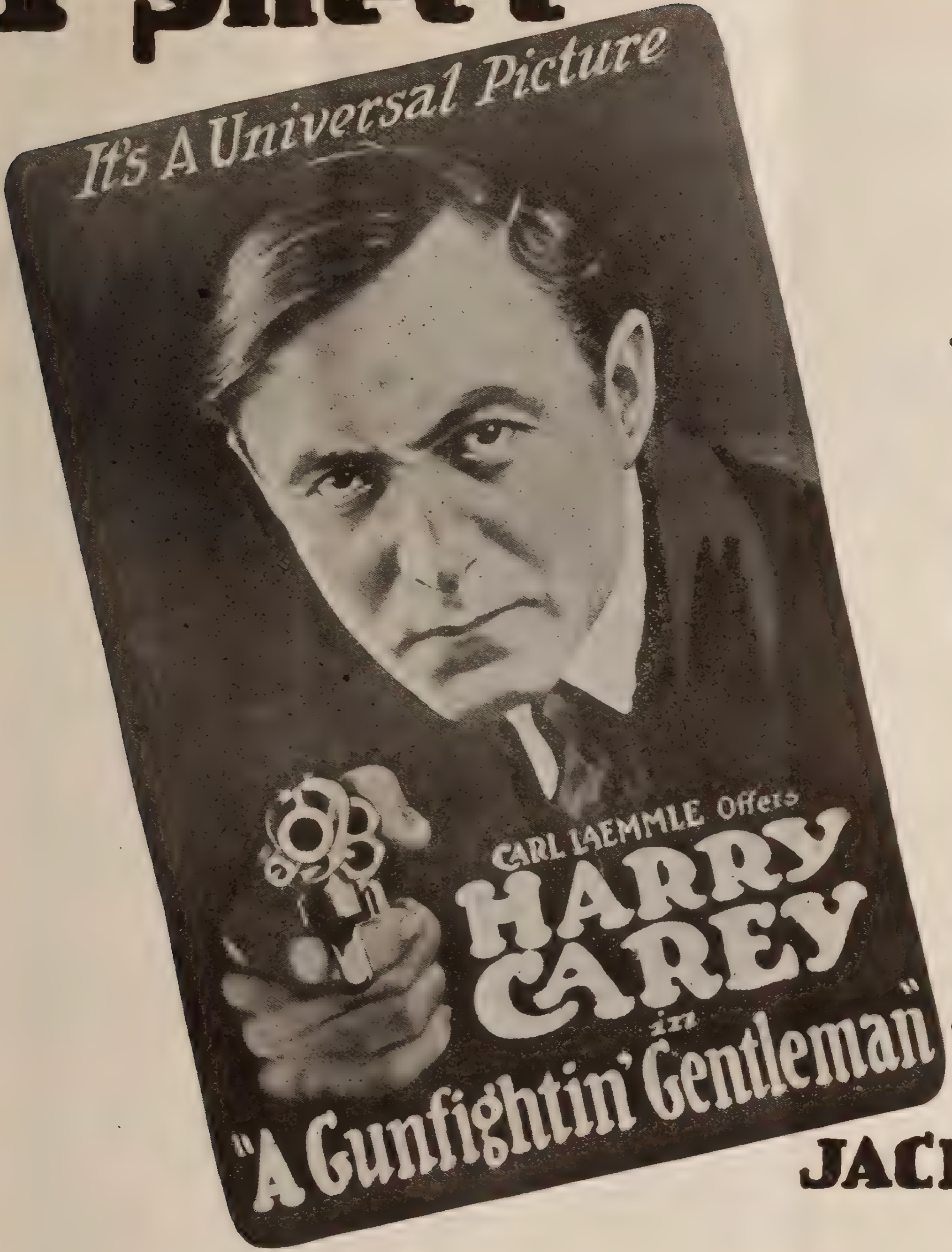


**If it's a
Carey
it's a
Hit !**

**Directed
by the
Master
Director
of
Western
Drama
JACK FORD**

SAYS the Exhibitor's Trade Review: "If you like Western pictures with plenty of thrills and beautiful scenery you'll enjoy this one." Jack Ford selects the scenery and Harry Carey injects the thrills. Together, they're a pair that simply can't be equalled today for producing a picture that is at once exciting, humorous, beautiful—and a cracking good story. See "A GUN FIGHTIN' GENTLEMAN" and you'll see a photodrama that will please every one who comes into the theatre.

UNIVERSAL SPECIAL ATTRACTION

FROM THE EVENING TELEGRAM

Ugh! The Most Hated Man in the World! That is What Young Artist Wants To Be Hailed As—At Least in the Movies

Eric Stroheim Picks Hun Characters to Help Attain an Actor s Most Novel Ideal.

LASHES "BLIND HUSBANDS" FOR NEGLECTING WIVES.

Stampede for Dollars Turns Men from Home and Ideals, He Says.

AMERICANS HAVE NOT FOUND KEY TO HAPPINESS.

By JANE DIXON.

"THERE is no man so blind as the one who will not see.

"Of all the men who will not see, the husband is the blindest."

This denunciation of certain of his sex comes straight from the lips of a man.

Mr. Eric Stroheim is responsible for the thrust.

JANE DIXON
PACH PHOTO

Mr. Stroheim has brought about what he believes is an excellent expose of this husbandly blindness. He has written a real life story called "Blind Husbands." He has succeeded in transferring this story to the screen, where it stands out in all the startling strength of visualized truth.

And, as a mere layman remarked after viewing the cinema drama, which happens to be at the Capitol Theatre this week, "the author certainly gives husbands none the best of it."

In New York, as in no other city in this land, must Mr. Stroheim's shot fly straight to its target. The blind husband of this story is the busy husband, the husband who is so immersed in himself and his own little narrow world of accomplishment that he shuts out the woman he loves and took to mate.

ERIC STROHEIM

"You will find the most selfish husbands in the world right in New York City," says Mr. Stroheim. "Not deliberately selfish. No; never blindly selfish. They expend tons of energy making enough money, to buy the wife a costly fur wrap they seldom if ever see her wear. While she is out gladdening the eyes of other men and women with her strands of rare pearls, her husband is hunched over his work in a mad struggle to add to her collection.

"Irony of fate. Perhaps the wife would trade every gem in her possession for the candid companionship of her husband.

Wife Wants Companionship.

"New York is the money grubbing centre of the universe. The pace here is terrific. Once a man gets caught in the stampede after dollars, money becomes a disease. He no longer desires it for the things it can buy. He loves it for itself.

"It's a fascinating game, I know, the hunt for big money, so insidious a man loses his balance, forgets his ideals, his home, his wife. He becomes blind to everything except the main objective—money. That is one type of blind husband.

"Another, and equally unseeing type, is the husband who submerges himself in his work and forgets to carry even so much as a periscope so that he may take an occasional look at his family.

"Why do men like this marry? If they wish to live with their work, they have no right to ask a woman to share their lives, and after she has bound herself to them, shut her outside. It is like inviting a guest to a banquet and then slamming the door in his face."

Hearken to Mr. Stroheim! Up to this time he has not treated himself to a breathing space, so strongly does he feel on the subject.

And you never would guess it either. Appearances are so often deceptive. You would imagine Mr. Stroheim raising his stein aloft and thundering in a voice of unrelenting finality:—"The husband! May he always be right, but right or wrong, the husband!"

Well, Mr. Stroheim isn't that way a bit. He thinks the American husband who has not discovered the secret of getting the most out of life while he is building his fortune, is consummately stupid. Such a husband deserves to have his matrimonial barque pile up on a pleasure-seeking sandbar.

"In 'Blind Husbands'" explained the

(*Continued on page* 13)

EDDIE POLO AND HIS SERIAL COMPANY

Eddie Polo and his company in the new Universal serial, provisionally called "The Vanishing Dagger," on their first location. Polo is in the centre, with his leading lady, Thelma Percy, at his left. Seated at Miss Percy's left are Hope Loring and William Piggott, scenarists; Milton Moore, cameraman; Jacques Jaccard, director, and William Tummel, assistant. At the left of Polo, standing, is Ray Ripley, heavy, and at Miss Percy's right, standing, is C. Norman Hammond.

(*Continued from page* 12)

author, "I have endeavored to show how a man may unconsciously drift into careless habits of neglect and endanger the whole fabric of his happiness.

"The wife of my story loves her husband. He, in turn, loves her. She craves affection. She is sensitive to his apparent indifference, his unwitting rebuffs. He, in the supreme egoism of possession, his devotion to his work—he is a skilled physician—forgets the man must always be the courtier.

Picks Wrong Woman.

"The blind husband might get by with this sort of thing if he picked an utterly unattractive wife. But if he happens to select a desirable woman, a woman full of life and emotion, he is going to be the third point in the eternal triangle as surely as the sun goes to its western setting."

"You mean the villain comes along and ogles the lady?" was suggested.

"Exactly," came the response. "Enter, the villain! Blind husband, restless wife, eager lover. A dangerous combination, no matter where you place it.

"In my story the lover is a swanking, swaggering scion of militarism, an officer in the Austrian army with all the absurd vanities, the ugly hypocrisies, the silly affectations of the kulturist. He is so obvious it seems a child could read him, yet he succeeds in entangling a high-bred wife who loves her husband. This only proves how hurt pride, stunted affection in a woman can poison her whole system. She, too, becomes blind. She craves love. If she cannot get real love she accepts its substitute.

Most Hateful Man.

"I have tried to make the Austrian interloper just as hatefufl as possible to impress upon my audience how reckless a neglected wife can be. I have played this role myself to be sure it would draw out the maximum amount of hate. I hope I have succeeded."

Here is a man with a brand new ambition—to be the most hated man on the screen. He welcomed the sibilant note of dislike as Douglas Fairbanks does a burst of applause from a bevy of blushing girls. He would rather receive one letter calling him wicked names than a dozen mash notes. He courts disfavor, craves it. To him it is the signpost of his success. It emblazons him a successful villain.

Count Erich Oswald Hans Carl Marie Stroheim von Nordenwald has a splendid background for villainy. He was born in Vienna thirty-four years ago. His father was a colonel on the general staff, his mother a lady in waiting to the Princess Elizabeth. He completed his education in the war college of the Hapsburgs. He has been a lieutenant in the Austrian Dragoons and an aide-de-camp to Louis de Bourbon, Prince of the French blood traditionally attached to the Austrian Army. In the fighting attendant upon the annexation of Bosnia in 1908, he was wounded in action, transferred to the Imperial Palace Guards and decorated.

In 1909 Count Stroheim came to America. Socially ambitious mothers, anxious to use a title in their plan of campaign, acknowledged him the "catch" of the season. Somehow the catch failed to stay caught. In his own words, he has ben "everything except a bartender or a waiter." Included in his occupation are a salesman of fly paper, overseer on a large California estate, boatman on Lake Tahoe and actor on the Orpheum circuit.

In Griffith Picture.

Fortune passed his way when he discovered his ability to depict foreign drama for the screen. He has worked with Griffith, the inimitable. Remember the brutal officer in "The Heart of Humanity"? None other than Stroheim. How we did hate him! As the blatant Prussian cad in the Universal's latest feature he will be equally hated.

Yet, those who know the man intimately say he is a most human person, that he is thoroughly Americanized, is ardent in his adoption, is proud and happy to stand on her soil. The best proof of it is the infinite pains to which he goes to make the Hun hateful in the eyes of his public.

(*Continued on page* 34)

Stunt used by the Strand, Cincinnati, O.

Passed Out 50,000 Cards for "Blind Husbands."

THE above photograph represents a manikin devised by E. P. Weisner, manager of publicity for the Cincinati Universal Exchange. The masked soldier was used by the Strand Theatre of Cincinnati and in three days work passed out 50,000 cards which materially helped advertise the showing in Cincinnati. The result was that the Strand Theatre did a capacity business on Sunday with "Blind Husbands" in spite of the fact that the Palace, Cincinnati's newest and largest vaudeville house opened the same day. Mr. Lipson, manager of the Strand, turned crowds away all day, and Sunday was the first day of an unusually crowded week for him.

"Blind Husba

FROM THE WEST.

Portland, O. (Special.)

WIDEAWAKE exhibitors are cleaning up on "BLIND HUSBANDS" all over the Northwest; and it looks like a unanimous proposition.

Here are the high lights:

Liberty Theatre, Seattle, opened November 29, and was featured with a special stage presentation; opens in Tacoma, December 14.

Seattle, Tacoma, Portland, Spokane —first runs in biggest houses is what "BLIND HUSBANDS" is doing.

Kofeldt, manager of the new Liberty, Wenatchee, Wash.; A. C. Gordon, of the Star, Weiser, Idaho; K. L. Burke, of the theatres of Baker, Oregon, and, in short, all the grabbers of those who booked "BLIND HUSBANDS."

"BLIND HUSBANDS"

by

"SMILING JIM" KELLY.

Universal Special Representative.

In slippin' thru this life of ours, we very often find
That species of the sterner sex, who grope about, quite blind,
Realizing through some fault of fate, some folks have eyesight, none;
But these birds have two good clear lamps, yet BLIND as anyone.

Some are blind in morals, in business deals as well;
Others blind to future, with, no plan on which to dwell.
But the meanest kind of "Blind man" that ventures thru this life,
Is he with both eyes open, overlooking his "Friend' wife.

(*Continued on page* 34)

Details of the Capitol Theatre's Special Presentation of "Blind Husbands"

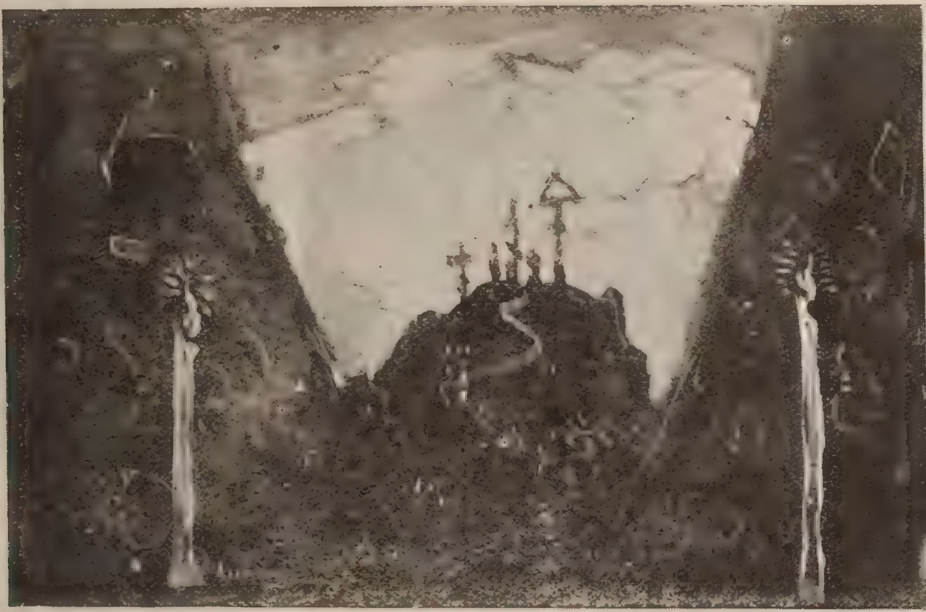
DURING the week of December 7 Broadway was treated to one of the greatest picture productions of the year. Not in the words of Universal officials but in the words of the severe New York newspaper dramatic critics. "Blind Husbands," the picture which was shown at the Capitol, scored one of the greatest triumphs ever known to a photoplay production.

Despite bad weather the Capitol doors were packed and the public rapidly awoke to the fact that a masterpiece of the screen was at hand. It is a significant fact that this production scored an all-around success. Universal officials since having seen the first screening of the production have called it Universal's greatest picture. The Edward H. Bowes, manager of the Capitol saw the production and booked it. Then the public and the critics saw it. And in not one case was there a criticism of this remarkable picture.

On the last day of the showing at the Capitol Mr. Bowes told me of the Universal officials. "It is certainly an extraordinarily beautiful production. It was directed by a master hand and was handled to perfection throughout. I think it very significant that even the dramatic critics thought so much of it as to give it a second interview during the running here. We will be very happy to receive many more such excellent pictures!

John Wagner, art director of the Capitol who arranged and designed the prologue to the picture during the showing said of "Blind Husbands" "In my capacity of art director for many theatres such as I was with the Rivoli on Broadway I have seen many

nds" Inspires Praise



First design by John Wenger for the Capital Theatre, New York,

While the house played "Paid In Advance."

pictures and good ones too. The picture "Blind Husbands" is the best I ever seen on the screen!

The New York Times critic, admitted by many to be the most severe and relentless analyst of picture critics in New York said of the picture, "Blind Husbands" is superior to most of the year's productions." Another phrase in the three-quarter column review praising the production was—"Blind Husbands" is interesting throughout and at times supremely compelling."

Harriet Underhill, dramatic critic of the New York Tribune said in her review, "'Blind Husbands' is an effective picture."

The New York American said: "It is sure to occasion no little comment!"

The Morning Telegraph critic to whom exhibitors lend a ready ear considered it "one of the three best pictures of the year!" saying "For details, atmosphere and penetrating character drawing it is in a class by itself. The views are so perfect it is hard to believe the picture was made in California. It serves to prove that after all 'the movies' do move."

Allison Smith, critic of the New York Globe reviewed the picture twice during the week's run. In her first review she said "Blind Husbands" is a most curious and interesting production—is far more interesting than any of the machine-made pictures produced by the best companies to feature the most brilliant stars!" In her second review she said "Our second thoughts on the first night showing of "Blind Husbands" are even more enthusiastic than the first!"

"Blind Husbands" is one of the few pictures ever produced that commands publicity from newspapers and its New York reception shows that wherever a picture warrants it newspaper editors are only too glad to do all in their power to praise the production.

Carl Laemmle, Universal's president and the other company officials expressed satisfaction with the showing the picture obtained and are assured of the success of the production throughout the country.

This Universal production was the first production to be given a special presentation by the Capitol management. This was done under the supervision of John Wenger, noted scenic artist. He was formerly in charge of the scenics at the Rivoli Theatre and has created many effective scenes for the Metropolitan Opera House.

All of Mr. Wenger's creations are worked out by a system of lights thrown on screens. His work pleases many. In arranging the prologue for "Blind Husbands" he took the scene on the mountain top using the three figures, the husband, the wife, and the other man. A soloist sang "The Eligy" as the curtains parted and through the haze the monument shown in the picture is slowly brought out. The prologue was received with enthusiasm and Mr. Bowes has promised the public similar presentation for every picture warranting one.

"Blind Husbands" was preceded by "Paid In Advance" at the Capitol. This all-star production featuring Dorothy Phillips scored a remarkable success at the Capitol. It broke all records for attendance on the opening Sunday and played to a capacity house throughout the week.

"The success of 'Blind Husbands'," says the Morning Telegraph in it's leading editorial of Dec., 14th "is due to the fact that it is almost perfect visualization. The subtitles were few. In the really important scenes they did not figure at all. In 'Blind Husbands' at the Capitol last week audiences saw a picture that was told in the best screen style."

Carl Laemmle
offers
The Season's Greatest
Artistic and Popular
Success

Von Stroheim's
WONDER PLAY

A
UNIVERSAL JEWEL
PRODUCTION deLUXE

HUSBANDS"

says the New York Times

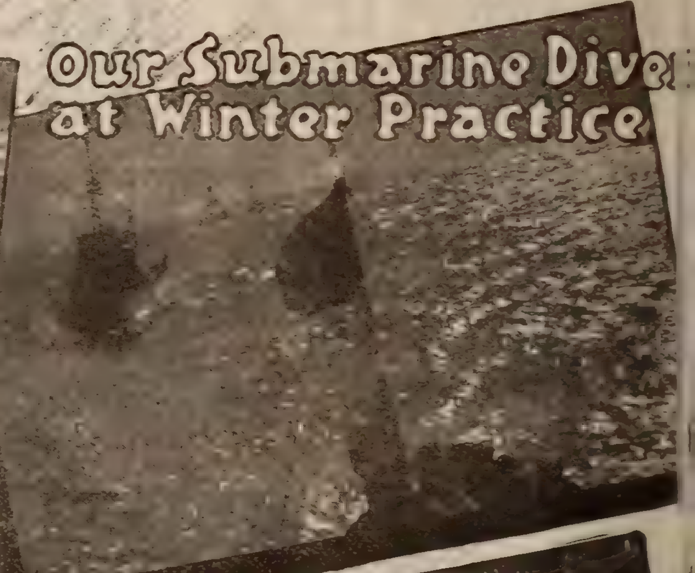
"is superior to most of the year's productions. It's pictorial quality indicates that Mr. Stroheim — unlike many directors —— grasps the fact that the screen is the place for moving pictures — and that whatever is to be done on it with artistic finish must be done pictorially. In a number of his scenes there are no words at all — only eloquent pictures, more eloquent than words could be".

Something All in one

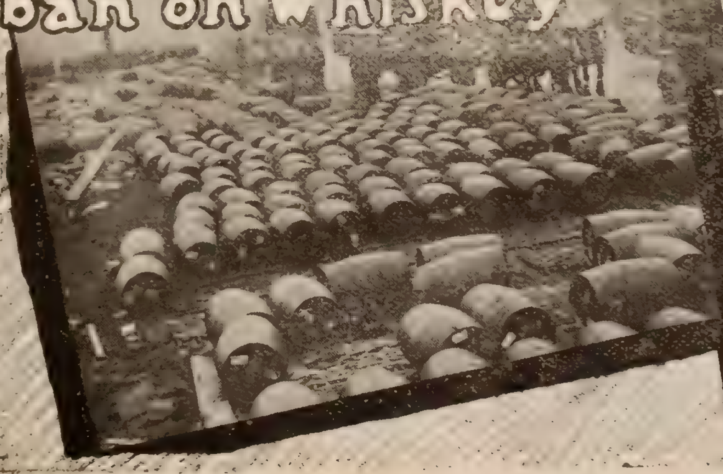
Great Fire in Hoboken

GENERAL interest is the true test of every News Reel. It isn't enough to show simply the news—it must be news that appeals to all—something for everybody—a reel of novelties in news more than simply a record of what's happened.

The Great Labor Conference



Our Submarine Dive
at Winter Practice



England lifts the ban on Whiskey

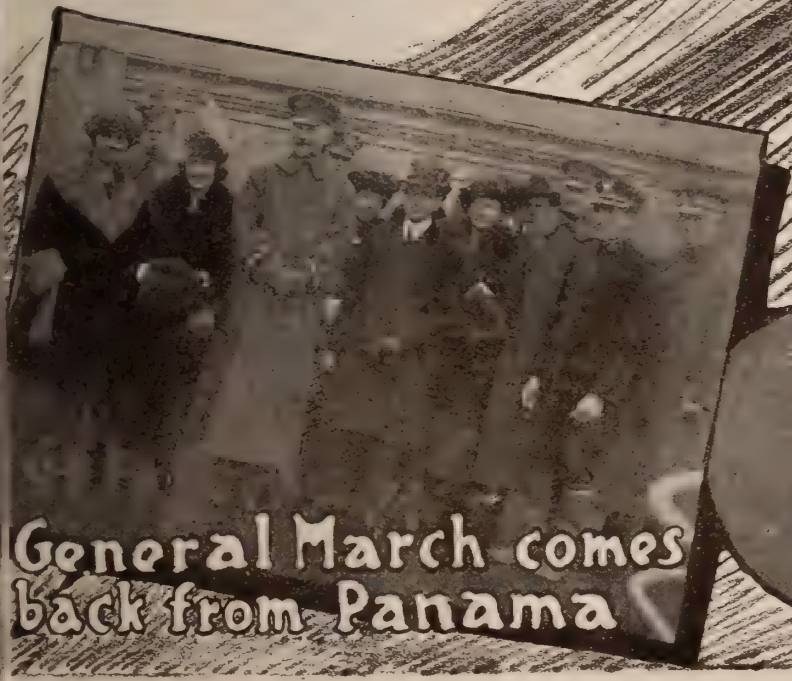
An Idea for Your
Merchant Patrons

for Everybody
weeks issue

Trouserettes

INTERNATIONAL is just as far ahead of its competitors in novelties in news as in its scoops and beats—just as far ahead in making up a reel for everybody as it was in giving you the first pictures of the German U-35 torpedoeing merchant vessels. Book the BIG THREE of the news world without delay. The longer you wait the more your audiences miss.

International News
Universal
Current Events
Hearst News
issued by
International
Released by
Universal.


General March comes back from Panama

3
ALWAYS FIRST

Publicity for "The Day She Paid"

THE ARTISTRY OF NANCY.

NANCY CASWELL, the five-year-old dramatic actress of the screen, adds materially to the appeal of "The Day She Paid," the Universal photodrama which comes on ———— to the ———— Theatre.

"The Day She Paid" was written for the Cosmopolitan Magazine by Fannie Hurst under the title of "Oats For the Woman," and is one of the most widely-read stories from the pen of that brilliant writer. It was filmed at Universal City with the beautiful Francelia Billington and Charles Clary, the noted screen player, co-starring.

Little Nancy, who is just five years young, was cast for a small part in the production. By her own artistry she built the part up into the most important supporting role.

In "The Day She Paid" the little girl appears as Betty, the baby daughter of a man who marries a modiste's model, renounces her when he learns of her one mistake and again seeks her when the baby solemnly advises him that she must have a mother.

Nancy Caswell was born in Los Angeles and acquired her education to date, under the guidance of a private tutor. At an age when most babies are playing with dolls in the nursery, little Nancy indulges in such mature diversions as stunt aeroplane flying, dancing, automobile racing and the reading of serious literature.

"The Day She Paid" will be shown .... at the ....Theatre.

LILLIAN RICH BRITISH ACTRESS

LILLIAN RICH, who plays a leading role in support of Francelia Billington and Charles Clary in "The Day She Paid," the Universal photodrama at the .... Theatre, went through the London air raids and Germany's submarine blockade to reach Universal City.

The unusually attractive girl was born in London, Eng., and attended a private school in Kent. For five years she appeared in London with Harry Lauder in "Three Cheers."

Miss Rich was living in Herne Hill in London at the time of the air raids. The house next door to her residence was completely demolished by the bomb dropped from a Zeppelin.

Determined to join the dramatic forces at Universal City, she braved the submarines and arrived in America shortly before the armistice was signed.

In "The Day She Paid," the brilliant Fannie Hurst story originally appearing in the Cosmopolitan Magazine under the title "Oats For the Woman," which has been screened by Universal, Miss Rich appears as a girl who is blinded by the splendor of a sham love and is narrowly saved by the destructive attentions of a sudden libertine.

HIS AVOCATION IS PROSPECTING

CHARLES CLARY, the screen idol of thousands, co-stars with the beautiful Francelia Billington in "The Day She Paid," the Universal photodrama from the brilliant Cosmopolitan Magazine story by Fannie Hurst, "Oats For the Woman."

No player on the screen today looks back upon a more imposing array of successful photodramas than Charles Clary. Among the photoplays in which Clary is remembered and upon which he established an enviable reputation may be recalled "The Rosary," "The Honor System," "The Stronger Love," "Madam Du Barry," "Les Miserables" and "Under Suspicion."

Charles Clary was born in Charleston, Illinois. He spent several years in stock and road productions and entered the motion pictures in 1910. His earliest work before the camera was as Columbus in "The Coming of Columbus," one of the first big motion picture efforts in three reels.

Mr. Clary's education was acquired in St. Louis, Kansas City and Topeka—in grade schools in St. Louis, high school in Kansas City and college in Topeka. With the hope that is said to spring eternal in the human breast, Mr. Clary has made prospecting his hobby. Between pictures he leads a burro, packed like a Chinese junk, and sets sail for the mountains of Southern California and Arizona.

So far the only thing of value that he has discovered is splendid health and a relaxation from the arduous routine of a studio life.

VILLIAN A ROUGH RIDER.

PLAYGOERS who marvel at the subtle villainy of Harry Von Meter in his role of Leon Kessler in "The Day She Paid," may find it hard to believe that the widely known Universal player charged San Juan Hill with Roosevelt's Rough-Riders and distinguished himself for bravery in the Spanish-American War.

Harry Von Meter played at the Alcazar Theatre in San Francisco for several seasons and at the Elitch Gardens in Denver before he renounced the audible stage for the silent drama.

In "The Day She Paid," Universal's brilliant dramatization of the widely-read Fannie Hurst story "Oats For the Woman," Von Meter appears as a modiste whose Fifth Avenue gown shop is the mecca of buyers.

The Universal production co-stars Francelia Billington and Charles Clary. In addition to Mr. Von Meter the supporting cast includes Lillian Rich, Nancy Caswell, the five-year-old emotional actress of the screen, and Lieutenant Marcel Drageauson, the noted French Ace.

THE PRIDE OF DALLAS.

FRANCELIA BILLINGTON, the beautiful girl who co-stars with Charles Clary in "The Day She Paid," the successful Universal photodrama, is the pride of Dallas, Texas.

Miss Billington was born in Dallas 22 years ago. She attended the graded schools there until her dresses were lowered to her shoe-tops, at which time her parents brought her to Los Angeles, where she entered the Sacred Heart Convent. An accomplished musician, she specialized in music and became a pianist of great promise in a remarkable short time.

Her ambition to become a great pianist was, however, interrupted by an opportunity to enter motion pictures. For two years she played minor roles under the direction of D. W. Griffith. Then followed a year and a half in many of the photodramas in which William Russell was starred.

When Erich Von Stroheim prepared to film "Blind Husbands" at Universal City he summoned Miss Billington to support him in the leading role. So remarkable was her success in Stroheim's masterful photodrama, that she was cast for the leading feminine role in "The Great Air Robbery" produced at Universal City under the direction of Jacques Jaccard with Lieutenant O. L. Locklear starring.

In "The Day She Paid" Miss Billington depicts the role of a modiste's model whose domestic happiness is suddenly shattered by a revelation of her past.

Although the production of Universal films requires most of her time, Miss Billington is able to give a share of each week to swimming, motoring and horseback riding. Like Paderewski, who had renounced the piano for Poland, Miss Billington only plays now for her own amusement, concentrating all of her artistry on the screen.

RANDALL
Francelia Billington
THE DAY SHE PAID

A HUGELY
DRAMATIC
ULTRA MODERN

FANNY HURS

FAR from being doubtful in theme
here is a real heart-appeal pictur
—the same honesty of sentiment tha
moved many, many thousands c
people when they read "Oats and th
Woman," that remarkable Fanny Hurs
story from which this picture was made

FOR such a story it was necessary t
find an actress whose talents and pe
sonality would flawlessly picture the ar
guish of soul thru which our heroine ha
to pass by reason of youth's great mistak

IN FRANCELIA BILLINGTOI
this actress was found and Unive
sal offers you "THE DAY SH
PAID" with the conviction that yo
every audience will completely syn
pathize with our heroine's spirit
sacrifice and will thoroughly enj
the picture.

Staging
Direction
and Photography–
all are the very be

STORY OF MODELS and MORALS
AND THE PAST OF
A MODEL WIFE!

THE DAY SHE PAID

UNIVERSAL
SPECIAL
ATTRACTION

The 1st Four Winners of your Big Money Twelve!

Ora Carew
in
"Under Suspicion"

A thoroughly delightful comedy-drama in which two young people cast aside suspicions of criminality to fall helplessly in love, Rich with humor and character bits which round it out into a charming evening's entertainment.

Harry Carey
in
"A Gunfightin' Gentleman"

Directed by that Master-director of Western comedy drama, Jack Ford, this newest Carey contains a little bit of everything that has made human Harry Carey a nationally popular screen figure. Locations and photography are, as always, beyond comparison.

Frank Mayo
and
Edith Roberts
in
"Lasca"

"A poem in pictures" is the only term for this highly romantic, wondrously beautiful drama of the "splendid idle Forties" along the Rio Grande. And that marvelous stampede is worth going miles to see Show this picture— you can't do any better.

Mary MacLaren
in
"The Pointing Finger"

As good as "The Weaker Vessel"—as good as "Bonnie, Bonnie Lassie"—need we say more? No— we needn't. It's simply another MacLaren hit. See it at your Universal Exchange without fail.

UNIVERSAL

Service Page for "The Day She Paid"

AT A GLANCE.

SUBJECT—"The Day She Paid."

LENGTH—Six reels.

STARS—Francelia Billington and Charles Clary.

PREVIOUS HITS—(Miss Billington): "The Great Air Robbery"; and "Blind Husbands". (Mr. Clary): "The Rosary"; "The Honor System"; "Under Suspicion"; and many other successes.

DIRECTED BY—Rex Ingram.

STORY BY—Fannie Hurst, orginally appearing in the Cosmopolitan Magazine, under the the title "Oats for the Woman."

SCENARIO BY—Hal Hoadley and J. Clarkson Miller.

SUPPORTING CAST—Harry Van Meter, Lillian Rich, Nancy Caswell and Lieutenant Marcel Drageauson.

LOCALE—A Fifth Avenue gown shop and a suburban villa.

TIME—To-day.

THUMB-NAIL THEME—The story of a model who marries the man she loves and temporarily loses his love when she tells him of her past to save his daughter by another wife, from the man who caused her downfall.

CAST.

Marion Buckley	Francelia Billington
Jay Rogers	Charles Clary
Leon Kessler	Harry Van Meter
Marna	Lillian Rich
Betty	Nancy Caswell
Modiste's Assistant	Lieut. Marcel Drageauson

THE STORY.

MARION BUCKLEY, manikin in a clothing house, has had an affair three years ago with Leon Kessler, head of the firm. Now comes Jay Rogers, prosperous clothier from a small Pennsylvania town, who proposes to her. She accepts him.

Rogers has a beautiful daughter, Marna, about eighteen. Kessler pays them a visit after two years and determines to marry Marna. Rogers is strong for the match, but Marion refuses absolutely. Rogers challenges Marion's right to interfere and Marion, to prevent the marriage of her step-daughter to the man who has wronged her, is forced to tell of her relationship with Kessler. The marriage is broken off, but Marion is turned out of her home. She returns to New York and gets a job on a trade paper of the cloak-and-suit trade. Rogers comes to New York on a buying trip with Marna, who has vowed she will marry Kessler, with whom she makes a luncheon appointment. Marion goes to Kessler to influence him to let the girl alone. A hot argument ensues, which Rogers who is on the opposite side of the door, hears.

Discovering that Kessler, though anxious to marry Marna, loves her only physically, Marion declares herself willing to return to Kessler if he will stay away from Marna. Rogers realizes that Marion is making the sacrifices to save his daughter. He bursts through the door and beats Kessler with his walking stick. Marna enters at this point to keep the appointment. Rogers takes his daughter under one arm and Marion under the other and they go out—back to Waterburg, Pa.

ADVERTISING DISPLAY LINES

The red flame of an unrighteous love theatened to burn the citadel of happiness.

Francelia Billington and Charles Clary co-stars in "The Day She Paid," the Universal photodrama of unmarried life.

Fannie Hurst wrote "The Day She Paid," the Universal photodrama in which Francelia Billington and Charles Clary star. It read by thousands in the Cosmoplitan Magazine under the title, "Oats for the Women."

Lieutenant Marcel Drageauson, the French ace who scuttled the ships of fourteen Hun flyers, appears in "The Day She Paid," the Universal Photodrama.

She was a modiste's model—the finery of Paris hung from her shoulders and the bitterness of Hemlock lurked in her heart.

All men sow wild oats—why not "Oats for the Woman?"—See "The Day She Paid."

"The Day She Paid," the Universal Photodrama, unmasks the double standard.

ADVERTISING PUNCHES.

1—The double drawing power given the production by the co-starring presence of Francelia Billington and Charles Clary.

2—The enviable reputation established by Francelia Billington in "Blind Husbands" and "The Great Air Robbery."

3—The fact that Charles Clary is a screen idol of thousands.

4—The fact that the story orginally appeared in the Cosmopolitan Magazine, from the pen of Fannie Hurst, under the title "Oats for the Woman." Miss Hurst also wrote "A Petal On the Current" for Mary MacLaren.

5—The presence in the supporting cast of Lieutenant Marcel Drageauson, a French Ace with fourteen German planes to his credit, and decorations from all of the European Allies.

6—The spectacle of a score of radiantly beautiful women parading before the camera in most daringly Parisian costumes in a model gown shop.

7—Intimate glimpses in the modiste's quarters of a Fifth Avenue gown shop.

8—The splendid characterization of a roue by Harry Van Meter.

9—The universal appeal of Nancy Caswell, the gifted baby of the screen.

10—Beautiful soft focus photography and unbroken continuity of the screen story.

RAINBOW COMEDIES

Presents

"Adam and Eve a la Mode."

(*Copyright*, 1920, *by Rainbow Comedy Co.*)

MR. AND MRS. SWEETTOOTH were basking in the sunshine in Goofers Park. Their neighbors were having a friendly spat in another part of the park. Philip de Glass the neighbor, had a hobby all his own of which he is about to par-take, when a policeman comes along and helps the good cause along. Both wives tire of sitting and start scrapping with their husbands. The husbands run away and both meet at the lake, where a pretty nurse girl starts a flirtation with them. She runs to the lake and tells them that the one that recovers the rose which she has thrown into the lake, can have her hand. While they are both struggling to get the rose, the cop, who is the nurse-girl's regular sweetheart, comes along. Great excitement follows and the cop throws them both out of the park. They land on a flivver which drives them right into a huge explosion and they go up into the air.

In the meantime, the wives have made the acquaintance of Prof. Jim-Jam, whose specialty is shimmie-shaking. He has a class of beautiful girls whom he is supposed to introduce to a well known dancer that afternoon. He demonstrates to the wives a few steps and makes them eager to learn the new dance.

The Powder Puff High School pupils are already in costumes awaiting for the big fete of the afternoon. They are prettily draped in veils, etc., —and then some, when Philip De Glass and his friend land in the park near where the girls are awaiting the arrival of the Professor and his friend. They discover some animal skins and when they find that their clothes are torn to pieces, they don the animal skins and then go out to the lawn, and the girls thinking they are the new Professor and his guest, proceed to entertain them with fancy steps. They are having a glorious time when suddenly the real Professor and the wives appear on the scene. Lots of funny situations follow and pretty effects are seen on the lawn.

Hearst News.

No. 52.

America Bids Farewell to "Red" Agitators.—Jersey City, N. J.

Sub-Titles.—More than 300 undesirables, from all parts of the country, start for Ellis Island, there to board the "Soviet Ark" for deportation to Europe. Good-by and (censored)! The cops heave a sigh of relief.

"Make Me a Boy Again."—The poet who prayed for his "kidhood" back must have seen Junior Manhattan at play.—*New York City.*

Just Clothes.—Society debutantes in pageant depicting the history of fashion in America.—*Washington, D. C.*

Sub-Titles.—Miss Margaret Smith as the "Empire Girl" of 1806. Miss Helen McLanhan, a Capital society bud, as the "early Victorian girl" of 1820. Miss Frederica McKenney, a Washington debutante, as "Miss Columbia."

A Visitor From Nippon.—Japanese training ship Yakuma salutes America on arrival.—*San Francisco, Cal.*

Sub-Titles.—An American warship responds. American Army and Naval officers welcome Captain Tomouoshi Usagawa of the Yakuma.

Peace Envoys Home.—General Crowder greets General Tasker H. Bliss, military expert of the American Peace Mission.—*New York City.*

Sub-Title.—Frank L. Polk, Assistant Secretary of State, who handled America's peace problems following the departure from Paris of President Wilson and Secretary Lansing.

Floods Wreck Railroad.—Countryside inundated when rivers overflow from heavy rains.—*Selma, Ala.*

Human Polar Bears.—Girls of the Bryn Mawr College Open Air School welcome "Old Jack Frost."—*Philadelphia, Pa.*

Sub-Titles.—"A dillar, a dollar, a 10 o'clock scholar!" Late, but she's getting into 'em fast. "The enemy attacked with great ferocity, but we repulsed him (her) at all points with heavy losses (of combs and powdered puffs)." In which our heroine learns that Alexander the Great had no connection with Alexander's Ragtime Band.

Real Movie Fire.—Antique fire fighting methods result in destruction of Solax Film Laboratory.—*Fort Lee, N. J.*

Sub-Title.—Low water pressure and feeble streams battle the flames in vain.

Capital Kiddies.—Jack Baker, son of Secretary of War, makes sure of a Xmas tree in the Baker home.—*Washington, D. C.*

Sub-Titles.—"I did it with my own little hatchet," explained Master Jack to his dad, but then Sister Peggy was there and might have "squealed." Miss Peggy Baker enjoys the unique distinction of having the Secretary of War for a chauffeur.

A Jolly Life At Sea!—But the boys of the fishing fleet don't think it so jolly when Winter sets in.—*Boston, Mass.*

Sub-Title.—It's supposed to be a pilot house, but it looks like an Eskimo igloo.

Defending Our Coast from Imaginary Foe.—San Francisco, Cal.

Sub-Titles.—Monster weapons of the Presidio in action against a paper fleet of a paper enemy. Bringing the heavy mortars into play.

New Screen Magazine.

No. 47.

SCREEN Magazine No. 47 opens with a comprehensive view of the famous artists' colony near Oregon, Ill., where some of America's famous painters and sculptors work amid inspiring surroundings. Cinema Luke, the human cartoon has an exciting game of African golf with his creator, Leslie Elton and wins all of Elton's hard-earned coin. The floraphone, an instrument perfected during the war, converts any tree into a wireless station, with a transmitting radius of twenty-five miles and a receiving radius of several hundred miles. School teachers receive some very queer notes from the parents and guardians of young hopefuls. Some of these have been used in the Letter Laughs this week, that have afforded chuckles to the mistress of the book and pointer. This week's issue closes with a futurist movie of Mr. Georges Clemenceau.

Valuable Dagger for Universal Serial.

A GEM-STUDDED dagger worth approximately a thousand dollars has been purchased for use in "The Vanishing Dagger," the Universal serial in which Eddie Polo is starring under the direction of Jacques Jaccard. An important point in the sensational screen mystery which is being developed at Universal City, hinges on a jeweled knife.

When a search of west coast gem shops and curio stores failed to reveal a sufficiently beautiful knife, Mr. Jaccard sent Billy Tummel, his assistant, out with a roving commission to purchase a dagger to cost a part of a thousand dollars. With a graphic description of a dagger which Jaccard had seen in the girdle of an East India potentate at the coronation of King George, Tummel went to Leon Bayard, a Los Angeles ivory carver, who undertook the construction of the remarkable knife.

The dagger is in three parts. A blade and hilt, a scabbard and a removable crowned head. It is considered to be one of the most beautiful and expensive properties ever made expressly for use in a motion picture.

The Price of Shooting in the Far East

Marie Walcamp working in "The Dragon's Net," the new Universal serial which is being shot in Far East. Miss Walcamp is posed in front of the Daibutsu, the huge bronze image of Buddha, largest in Japan. Wadsworth Harris, Otto Lederer, in native costume, and Henry McRae, director, are in the foreground.

MARIE WALCAMP'S company which is busily engaged in filming the forthcoming Universal serial, "The Dragon's Net" in the Far East has completed its Japanese scenes and moved on the Shanghai. The entire company fell in love with Japan and its people. Everything was so beautifully arranged for them by Tom Cochrane, Universal's oriental manager, that the weather alone proved the deterring factor, for it was the rainy season in Japan and however bright the day might be, it was certain to rain before any long scene could be completed. The living in Japan was exceptionally economical for one traveling on American money, and especially in comparison with living in Shanghai. Our old friend, H. C. of L. gave place to another bogey of finance named Exchange. Exchange is Japan is almost two for one in favor of the dollar while in Shanghai, the American dollar had dropped down at the time of their visit to 88 cents and on one day its purchasing value was only 79 cents, a most alarming and expensive condition.

Miss Eleanor Fried, who is the business manager of the Company and whose duty it is to wrestle with the wiley oriental, has been pretty successful in making economical arrangements. She was told before the steamer landed in Japan that the prevailing practice of Europeans of soaking Americans double had long been in existence in the Far East. Miss Fried has had but one opportunity to get back at them and that was in the case of some paraphernalia which was broken and damaged at the Nippon Yusen Kaisha. Knowing that the bill for damages would be cut in half by the hotel, Miss Fried doubled the amount and collected from them all that the damages amounted to. In a letter to Tarkington Baker, general manager, Miss Fried comments on the exchange situation as follows:

"The exchange to-day has been 79 cents on the dollar and I haven't paid a bill. If the exchange doesn't break to-morrow, I don't know what I will do. It seems a terrible thing that the American dollar is worth only 79 cents and I don't believe that this condition exists anywhere else in the world but in China. The worst part of it is that exchange is different everywhere in China and when we get to Peking we will have to pay exchange on our Shanghai money. I get a better rate of exchange from the American Express Company than I do from the banks here, but even their exchange is very poor.

"The serial is developing beautifully under Mr. McRae's direction and that in spite of several draw-backs. It rained most of the time in Japan and interrupted all of the long scenes, but we got used to that in a short time and made due allowance for it. On the way from Japan to Shanghai, Miss Walcamp contracted a severe case of tonsilitis and all of my efforts at nursing proved unavailing. I am sending her to a British hospital here in Shanghai for an operation on her throat which should not be serious. In the meantime, the Company is working on the scenes in which Miss Walcamp does not appear. Mr. McRae is working to-day in the native city of Shanghai in a beautiful location which is now used as a tea house but which five hundred years ago was

(*Continued on page 34*)

MILDRED
HARRIS
CHAPLIN
in two delightful
LOIS WEBER
UNIVERSAL-
JEWELS

"HOME" AND "FORBIDDEN"

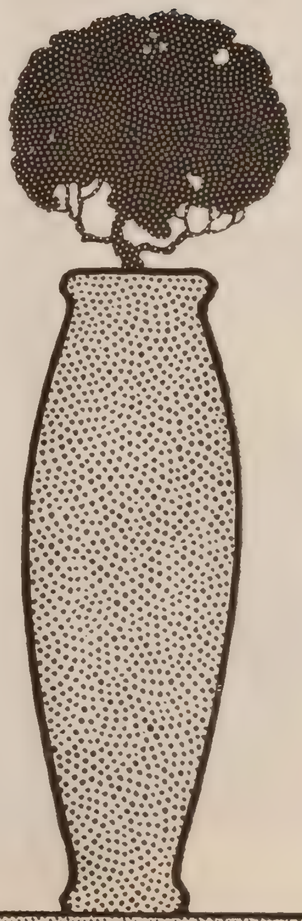
THE STORY OF
EVERY GIRL

THE AWAKENING OF A
SMALL-TOWN WIFE.

The Flower of the Screen

MORE than any other actress on the screen, Mildred Harris Chaplin has the faculty of pleasing people of every station in life. If she plays the part of a **grande dame** of fashion, the woman of wealth and refinement appreciates her every move and gesture—while if she is cast as a very modest, small-town person, her personal appeal reaches the hearts of an even greater number. For this reason, her two latest pictures will please the biggest audiences yet to be entertained by her admirable portrayals. In "HOME" she is a dainty, sweet-natured but frankly envious middle-class girl whom fast society laughs at—and rejects—and sends back home to live more happily among her own kind. In "FORBIDDEN" she plays the young wife whose eternal feminine curiosity leads her to the very brink of catastrophe. In **both,** she will charm and delight. You can do **no better** than show these two Harris-Weber Jewels. See them without delay at your nearest Universal Exchange.

UNIVERSAL
Jewel
1600 Broadway New York



Get the Lion's shar

THE NEWEST SUPER SERI

The Avenger!
Stella escapes from the plotters

Played by an all Star C

KATHLEEN O'CONNO
JACK PERRIN
GERTRUDE ASTOR
LEONARD CLAPHA
J. BARNEY SHERRY
HENRY BARROWS
JIM FARLEY

DIRECTED BY

AL RUSSELL

THE STRANGES

The secret key at last
Rescued!

YOUR UNIVERSA

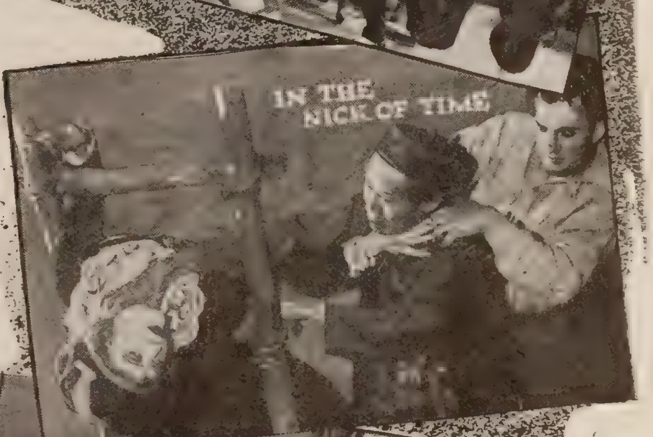
# of Big Business

CHAPTERS OF THRILLS-
PERILS-PUNCH!!

"THE LION MAN"

HARACTER EVER
SCREENED

IN THE CLUTCHES OF THE MONSTER DEMON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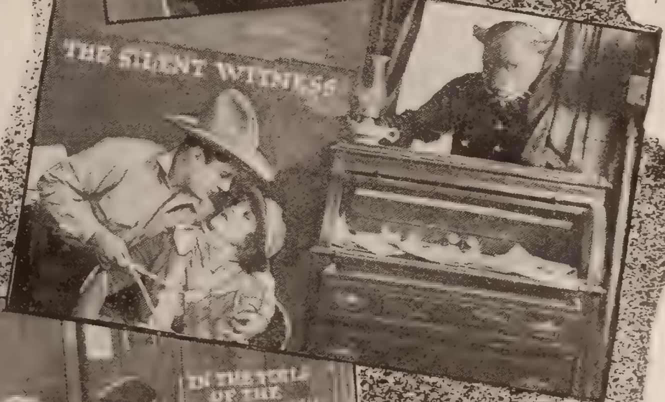
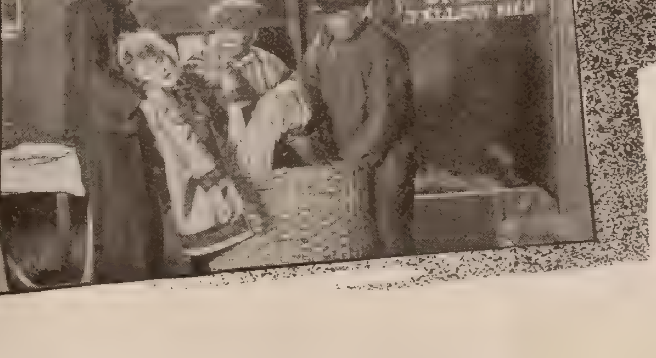



IN THE TOILS OF THE YELLOW MEN

CHANGE

"Marked Men" Advance

"Wid" Says:

"MARKED MEN," an adaptation of Peter Kyne's Saturday Evening Post Story, "The Three Godfathers," has proved admirable material for a photoplay production, and Director Jack Ford has given the author's conception a splendid and exceedingly worth-while presentation.

One of the best points of the picture is the introduction which starts things going immediately and while the penitentiary setting may lead you to expect a different story, the idea is effective and commands attention from the start. There is quite a thrill in the first reel, when Harry, an escaping convict, dashes off the side of a bridge on horseback into the water below.

Most of the action takes place on the Mojave desert. During this sequence they have secured a very fine sandstorm effect. They work in a novel bit of suspense when the three wandering convicts come upon a seemingly abandoned caravan on the desert after the sandstorm has subdued. The three men approach the wagon and look in over the tailboard, register astonishment and then walk reverently away, leaving the audience extremely curious to know what they saw, the only clue being a title referring to the "miracle of the ages before their eyes."

The desert sequence might be shortened effectively and without any harmful results. They started off at such a good pace that the slowing up toward the middle is more noticeable than it might otherwise have been.

Harry and his two pals, Tom and Tony, work a very daring escape from the prison, and when they are forced to separate they plan to meet at the mining town of Trade Rat. Harry reaches the rendezvous some time before his companions, and in time falls in love with Winifred Westover, a girl of clean morals, who has been forced by circumstances to work in a dance hall.

When the three men again join forces, they rob the bank in the town and make their getaway, wandering out to the desert, where they lose their way. Then they discover the caravan and its occupants, a new-born babe and its dying mother, who begs them to bring up her child.

The remainder of the picture deals with the efforts of the ex-convicts to find their way out of the desert. Tony and Tom die on the desert, while Carey reaches the town of Jerusalem exhausted, but with the child still in his arms and very much alive. Everything turns out nicely, and Winifred and Harry are reunited and his pardon obtained.

Promise them a Good Picture and use Harry Carey's name

BOX OFFICE ANALYSIS FOR THE EXHIBITOR

IF you are in the habit of playing Harry Carey pictures you will probably secure this in the natural course of events, but if you haven't used any of his former productions, this would be a good time to start.

The story by Peter B. Kyne, which ran in the "Saturday Evening Post" under the title of "The Three Godfathers," is pleasingly compared to the Three Wise Men and Biblical story of the birth of Christ and director Ford has inserted a very artistic tableau of this particular incident. The production is especially appropriate for this time of year and should work in nicely with a musical score suitable for the Christmas time.

eports from the Critics

The News Says:

"'Marked Men' is Carey's best to date"

"MARKED MEN" may be generally considered the best Harry Carey picture to date, as there is a wider appeal than in any of his former productions. In the first place it possesses the rare quality of being a Western picture with a woman appeal. And the many beautiful "long shots" display expert photography.

The direction of Jack Ford is exceptionally good and a realistic sandstorm should certainly cause them to gasp. There is one star performer not mentioned in the cast, and that is the baby adopted by the three rough men of the desert. And many real thrills are injected, one of which portrays the fall of a horse and a rider from a high bridge to the distant water.

Suspense has been provided by the fact that three men have escaped prison. Then they rob a bank and escape into the desert, where they come across a wagon containing a mother and her new-born baby. After admonishing them to bring the child up to become as good a man as they are themselves she passes away. Only one of the three men survives the terrible trip to civilization with the baby. His sweetheart is waiting for him, as is also the sheriff. The pardon came after the officer learns that the baby is his own niece. This is a mighty good picture.

Pulling possibliities and pleasing probabilities for respective audiences are: Metropolitan, good puller and very pleasing; Elite, average puller and very pleasing; Family good puller and very pleasing; Workers, big puller and exceptionally pleasing.—Tom Hamlin.

Harrison Says:

Harry Carey, in this picture, comes into his own again. "Marked Men" is one of the best ones released with him in the leading role. It is human, at times so powerful, that it touches every heart-string.

The plot is based on the book by Peter B. Kyne. It is a Western subject. It shows the wonderful spirit of sacrifice by three convicts for one another. For instance, after the bank robbery, they escape in the desert. They are caught in a sand storm. After the storm, they come upon a stage coach with a dying woman and a baby in it. After her death, they take the baby and attempt to cross the desert. They have few provisions and water, so the two companions bid the hero to take what provisions are left and go on. The two lie down their lives that the hero and the baby be saved.

It is a pathetic picture, and if a good comedy is booked along with it, it should give satisfaction to any audience.—Universal. 6 Reels.

Saw "The Right to Happiness" and Changed Next Bill

ON THE STRENGTH OF THE TREMENDOUS BUSINESS THAT THE STRAND DID ON THE HOLUBAR PICTURE 'FRISCO'S LONG RUN HOUSE BOOKED "BLIND HUSBANDS"

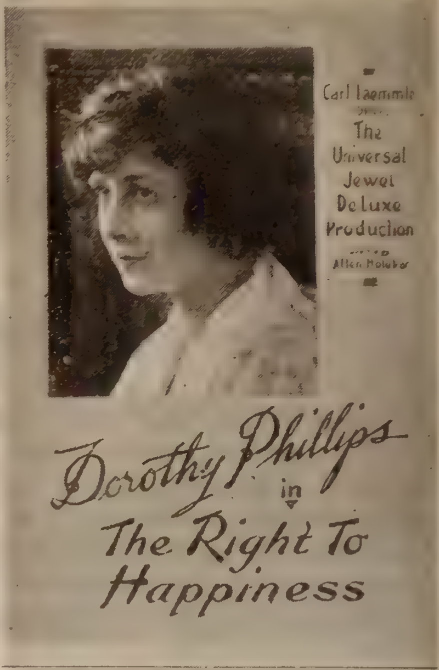
San Francisco, Cal. (Special).—Well, we scored the most terrific success of the season this week. So terrific, in fact, that we've got to crow about it.

"The Right To Happiness" opened at the Strand, San Francisco, Sunday, and, from the time the doors opened, was the hit of the town. People stood up half a day waiting for an opportunity to see it. And many of them were disappointed.

Now, with one house playing to that kind of business the others were bound to feel it. They did. A picture produced by another company opened at the Imperial the same day. The Imperial, you know, is the home of long runs and "big" productions, but this "big" one wasn't big enough to keep the business away from the Strand.

And then what happened? You wouldn't guess it in a million years. The Imperial management cancelled their show and got right in communication with us for Stroheim's wonder play, "Blind Husbands," to open this Sunday.

Isn't that worth shouting over? The Imperial used to have the same idea that some of you fellows have got—that Universal didn't know how to make a good picture. But "Blind Husbands" opened their eyes and they gasped in wonder.



A one-sheet for "The Right To Happiness."

HOW THE STRAND PUT OVER "THE RIGHT TO HAPPINESS."

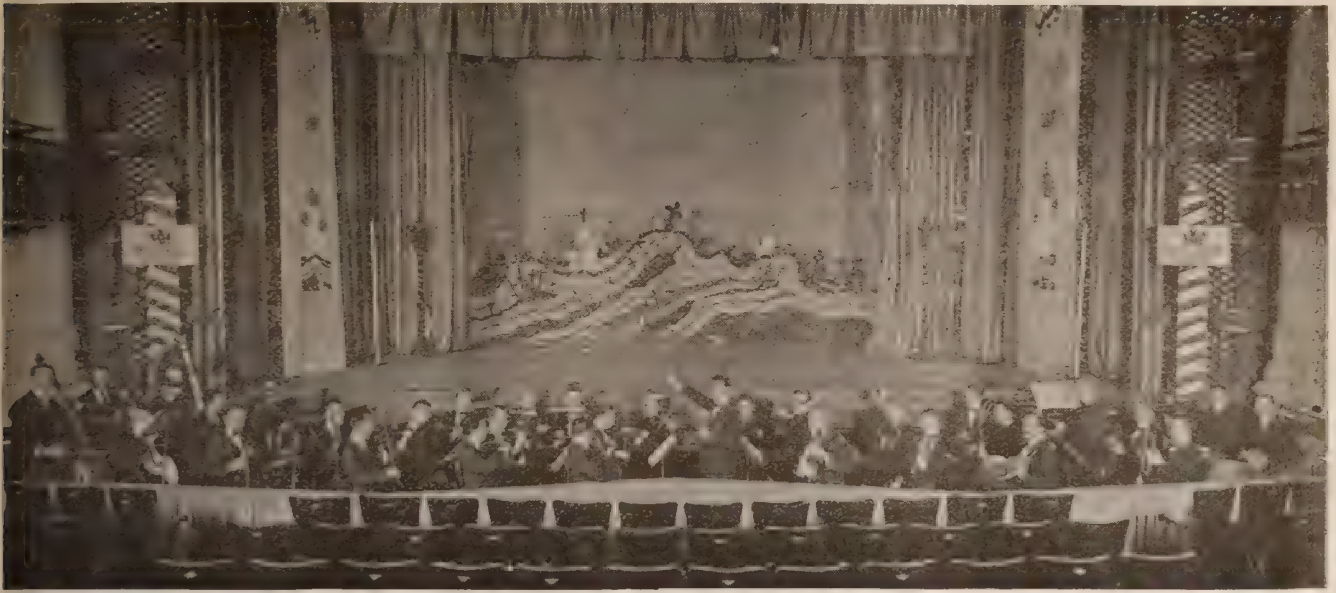
A VERY excellent medium of publicity was utilized by the Strand Theatre, San Francisco, during the showing of "The Right to Happiness" which secured for the house columns of reading matter in "The Daily News."

An essay contest was held on the topic, "Happiness — What Is It?" with $50 in cash prizes and four autographed photos of Dorothy Phillips being given to the winners.

There were no rules to the contest other than that no essay was to exceed 75 words in length. That it attracted attention was proven by the letters received, numbering over 900.

The contest was announced on Saturday a week preceding the opening and stories were carried each day during the week following and each story contained the announcement that the contest was inspired by "The Right to Happiness" which would be shown at the Strand the following week. The money was divided as follows: First prize, $25; second prize, $15, and third prize, $10. The next four winners each secured a picture of Miss Phillips and the next 10 were given a pair of tickets for the Strand during the showing of the picture.

Another novel method of exploiting the picture that the Strand used was



This is the stage setting that S. L. Rothapfel designed for the showing of "The Right To Happiness" at the Park Theatre in New York.

the covering of the city with "Aerograms," thrown from an airoplane. The "Aerograms" were set up exactly as a telegraph blank and bore the typewritten message "To Everybody, Everywhere in San Francisco. The Road to 'The Right to Happiness' leads direct to the Strand Theatre, Market Street, Opposite Mason, all week beginning Sunday November 30. The picture you'll never forget. 5000 people cast in big acts" and were signed Dorothy Phillips.

Ten thousand of these were thrown from the airplane on the opening day, the flight occasioning much comment in the newspapers.

Manager Guy Smith of the Strand is to be complimented for his very unique methods in putting the picture over and that these methods were effective is proven by the business done on the picture. Notwithstanding the fact that it rained almost every day during the showing the Strand had one of the biggest weeks in the history of the house.

YES, "THE RIGHT TO HAPPINESS" IS ALL THIS AND MORE———

T remendous
H eart-throbbing
E laborate

R emarkable
I ntense
G igantic
H uge
T hrilling

T ender
O riginal

H uman
A mazing
P owerful
P henomenal
I nspiring
N oble
E normous
S ensational
S tupendous

Yours very truly,
Louis Klebba.

WANTS THIS PICTURE TO HAVE 100% SHOWING.

Grand Island, Neb.

Nov. 26th, 1919.

Universal Film Exchanges, Inc.
Omaha, Neb.

Gentlemen:—

I just completed, as you know, a four day run of "The Right to Happiness" and want you to know that I consider it one of the best, if not the best, film production that has ever been shown in Grand Island.

In spite of the extremely had weather, the business which I enjoyed, was very satisfactory. For the first time in the history of moving picture productions, the Grand Island Newspaper contained a beautiful write-up, praising the production.

It is not customary with myself, to write such letters as this, but I feel that such an extraordinary production should have 100% showing in all of the theatres of this country and if it is possible for me to help in getting such distribution for this subject, I will indeed be gratified.

Words themselves, cannot express just how big this production is, but I will be glad to have you refer to me any Exhibitors who are skeptical about booking this production.

The Empress Theatre,
W. D. Fisher, Mgr.

JUST MOVIES

By NAT GOODWIN,

Booker Oklahoma City Exchange.

BONNIE BONNIE LASSIE, an EXQUISITE THIEF, but a DELICIOUS LITTLE DEVIL, was UNDER SUSPICION because THE BRUTE BREAKER said she was HIS DIVORCED WIFE. Realizing she was THE WOMAN UNDER COVER, she came down the CREAKING STAIRS gently while outside THREE MOUNTED MEN who were THE RIDERS OF THE LAW were searching THE SUNDOWN TRIAL for the LOOT, which if found they would claim as COMMON PROPERTY. Suddenly they came upon a MAN IN THE MOONLIGHT, an OUTCAST OF POKERFLAT whom they surrounded. Believing he was caught in THE TRAP this LITTLE BROTHER OF THE RICH, who was AN ACE OF THE SADDLE simply said PAY ME and COME THROUGH. PRETTY SMOOTH eh'. One of the men said DANGER GO SLOW that fellow's not a SLEEPING LION. The other two FIRE FLINGERS were HELL BENT upon capturing this SILK LINED BURGLAR who was making A FIGHT FOR LOVE for the AMAZING WIFE and it wasn't long before he saw THE LIGHT OF VICTORY and with his BARE FISTS he soon had all three ROPED, then calmly remarked ain't I THE WICKED LITTLE DARLING. Leaving them there to be THE TALK OF THE

(*Continued on page 34*)

Current Events.

NO. 51.

Cavalry Border Guard in Spectacular Review.—El Paso, Texas.

Voters Get Thanks of Lady Astor, M. P.—Plymouth, England.

Sub-Titles.—Crowds gather before the Guild Hall to hear result of Lady Astor's battle for a seat in Parliament. The candidates leave the Guild Hall to hear the announcement: "Lady Astor wins!" Lady Astor thanks the voters for their support. Isaac Foot, defeated Liberal candidate, calls for three cheers for Viscountess Astor, his successful, American-born opponent.

King Winter Reigns.—Scenes in the metropoils blanketed with its first mantle of snow.—*N. Y. City.*

Sub-Titles.—Battery Park and the aquarium. Motoring. Poets may rave about "beautiful snow"—but they're not city dwelling poets.

Our Animal Friends.—Stray dogs find refuge and care at home of Bide-a-wee Society.—*N. Y. City.*

Sub-Titles.—Adopted in a wealthy home—liveried chauffeur and everything. Reformed hobo pup—rescued from career of crime in the ghetto. "Bones of contention" at the daily "peace conference."

In the Public Eye.—Franklin K. Lane, Secretary of the Interior, who has announced his coming resignation. —*Washington, D. C.*

Sub-Titles.—William J. Bryan, former Secretary of State, one of the first to resign from the President's cabinet. Lindley M. Garrison, former Secretary of War, who resigned because of alleged differences with the President over preparedness for war. William G. McAdoo, former Secretary of the Treasury, who resigned to resume a career in private life. William C. Redfield, former Secretary of Commerce, one of the latest members of the cabinet to resign. Robert Lansing, Secretary of State, who rumor credits with being the next in the list of resignations from the President's official family.

Over the Top on Skis!—Canadian stars in daring practice for coming International meet.—*Revelstoke, B. C.*

Berlin Radicals Honor Memory of Slain Socialist.—Berlin, Germany.

Sub-Title.—Order prevails despite rumors of revolutionary plot at the funeral of Hugo Haase, Reichstag deputy, victim of assassin's bullet.

Railwey Perils.—They are just as great—or greater—in Celestial Republic as here.—*Pekin, China.*

Buffaloes Seek Food.—Driven from the plains by extreme cold, wild herds are fed by City of Denver.—*Denver, Col.*

Sub-Title.—Herds of deer approach the haunts of men in search for food.

Navy Second To None Urged by General Naval Board.

Sub-Titles.—Super-dreadnoughts of the Atlantic fleet—Congress is advised to increase them as "a great preventative of war." "The Navy of the United States should ultimately be equal to the most powerful maintained by any other nation in the world." More seagoing submarines are urged to be built immediately. Submerging at high speed. Playing peek-a-boo with the waves—viewed through a periscope of a submerged submarine. A broadside of the super-dreadnought Wyoming—guns even bigger than these are recommended by the General Naval Board.

"The Jay Bird."

Two Reels—Western Drama.

Story by J. A. Roch.

Directed by Philip E. Rosen.

CAST.

Tom Jackson	**Hoot Gibson**
Sally Diggles	**Josephine Hill**

TOM JACKSON was a happy-go-lucky individual whose sole capital was his genialty, and $10 in silver. Frog Flats had one financier and that was Pa Giggles. Tom knew that if he was ever going to win Sally Diggles he would have to establish a financial standing with the old man so he became a depositor in the Diggles Banking Institution and every time he went in to draw out a dollar he got a look at Sally who was the office force.

James Wilson and his silent partner, Donovan, had deposited a check for $2,500, with Mr. Diggles for conditions showed a way for a promising smelter operation for Frog Flats in which Watson was to put up a dollar for every local dollar subscribed. Frog Flats put up every dollar that it could raise and of course all of this money went into the bank's safe. The only cloud on Mr. Diggles' horizon was Tom but he had almost forgotten him until Tom told him that he and Sally were going to make arrangements for being engaged and that he was going to build her a house and buy her a ring n'everything. Tom's house and Watson's plans matured at the same time. Watson's plans fitted nicely into a traveling bag and required a time for their execution. While Tom was getting Sally accustomed to the sight of the house which he had built from packing boxes and chicken coups, Watson's valise exploded and blew open the safe which was as he had planned. The shock was so great that it also demolished Tom's house, but his nine dollars worried him more than the house did and his luck was with him too. Before the posse which had been hastily summoned could get into operation, he had both thieves tied at the side of the road and when the excited banker came up he was busy extracting his nine dollars from the smelter funds and other securities. Of course he got the girl and Frog Flats was so grateful that they built them a home.

"SWEET PATOOTIE."

Lyons-Moran Star Comedy.

CAST.

A Doctor	**Eddie Lyons**
His Friend	**Lee Moran**
Eddie's Wife	**Mildred Moore**
Lee's Friend	**Charlotte Miriam**

EDDIE LYONS the doctor has a very excellent practice and most of his patients are women. Eddie's wife though madly in love with Eddie, has always been jealous of him.

Lee, his friend, calls at the office to pay a loan and asks Eddie to return the I O U, but Eddie discovers that he has left it home in another suit. About this time Mildred, Eddie's wife is busy going through Eddie's clothes and comes upon the I O U but only reads the reverse side which contains a note from Lee's friend to Lee. Mildred at once decides to look into the matter. The note states that Lee is to meet Charlotte and take her to a masquarade ball held at the Casino Hall. Mildred, finding an old bathing suit, dons it and proceeds that night to the ball hoping to find her hubby and make it warm for him. In the meantime Lee dressed as the devil proceeds by auto to Charlotte's house but an automobile accident impells Lee to carry an injured women into Charlotte's house. The injured woman, wearing a mask is placed on a couch while Lee calls up Eddie the only doctor he knows, and Eddie who has been in consultation with a number of other doctors hurries off to the given address.

Finally the injured women comes to, removes her mask and it is Mildred, she informs Lee that the doctor in the next room is her husband and for Lee to get her out of the house. Charlotte discovers Lee bearing Mildred in his arms due to Mildred's sprained ankle and grows jealous of Lee and informs Eddie who dashes out and finally discovers that the injured woman is his wife. After a heated argument, Mildred tells why she is dressed for the ball, displays the I O U card with Charlotte's note to Lee on the back of it.

The FASTEST BOOKING SERIAL ON THE WORLD'S MARKET

EILEEN SEDGWICK

Bob Reeves

Cleo Madison

as the Mystery Woman

"The Unknown Friend"

"The Buzzard" and "The Hawk"

DIRECTED BY
Robt. F. Hill

THE GREAT RADIUM MYSTERY

Released
thru
UNIVERSAL

"HUSBANDS THAT GO BLIND"

By Smiling Jim Kelly

(*Continued from page* 14)

You, reading this, although you think that you are always right,
May be a charter member in this "Bunch," I'm going to "cite."
You're blind to your own actions, your friends and dear wife too;
You figure everything is "right," if it is done by you.

This, the blindness that is fatal, causes rows that should not be,
Finally lands you in divorce courts, with your wife you can't agree.
While you in narrow mindedness, think the fault is always ners;
Just sift it out and you will find, the evil is all yours.

The first year of your married life was joy and perfect bliss,
When leaving or returning, she'd get that cherished kiss:
You'd take her out to theatres, in swell cafes to dine,
This stopped! the symptoms plainly were: you were growing blind.

After this, although you loved her, your blindness caused her pain;
For wives they watch us closely. for signs, when love does wane.
You continue buying trinkets, give her food and clothes so fine,
But what she wants is LOVE, my boy, too bad, you're almost blind.

She longs for your companionship, she used to have each day,
She worships you a whole lot yet, but with her you will not play.
You let her go to suppers, shows and balls of every kind;
Don't care 'bout whom she goes with; poor man, you're very blind.

She finally finds the things she wants, from others, "Always near,"
Although she's clinging by a thread, to love that was once dear.
While you, quite blind now, think of business, and "Other things" in life,
And give no credit for success, to your one best bet—your wife.

But there's an end to everything, and the slender thread dost break,
Another fills the vacant niche, vacant by your mistake.
And tho "The Other" may be worse, "Perfect Man" is hard to find,
He'll give her joy and happiness, until he, like you, goes BLIND.

So lets' avoid this malady, always fatal and so sure,
It's not too late, for you alone, possess the only cure.
Put wifey first in all your deals, be her pal in ties that bind;
Keep away from the large majority of HUSBANDS that go BLIND.

—"Smiling Jim" Kelly.

EXCHANGE IS HIGH

(*Continued from page* 23)

a Mandarin's home. It is about a quarter of a mile long and contains marvelous caves and curious Chinese houses which make it interesting for our work. Mr. McRae is working in order to exhaust this territory and get into a more enonomical one.

"The serial will make a wonderful hit in Japan, I am sure. Miss Walcamp's personal appearances at the different theatres created a tremendous vogue for her and greatly increased her already great popularity with the Japanese theatre-going public. The publicity preparation in Japan was all that we could desire and Mr. Mitwer provided the Japanese papers with a tremendous amount of publicity about Miss Walcamp and the company. His knoweldge of the country and locations also was a great help and he secure us permits to shoot scenes in restricted territory which no other film company has ever obtained. We expect also to get a number of scenes in Japan on our way back. To-morrow the company will work in the Loonwha Pagoda, which is dedicated to the King of Heaven and cared for by three hundred monks who live in a monastary near by. The Pagoda itself is very picturesque and I am sure has never been shown in pictures before. From here we expect to go to Shansi, one of the most interesting and famous cities in the much debated Shangtung peninsular, and from there we go to Peking."

Elinor Fried.

SERIALS.

(*Continnued from page* 10)

ported by J. Barney Sherry, Slim Pagett, Henry Barrows and Gertrude Astor.

Elmo Lincoln in "ELMO THE FEARLESS," with Louise Lorraine

"THE MOON RIDERS" with Art Accord and Mildred Moore. Directed by Reeves Eason.

Eddie Polo in "THE VANISHING DAGGER," directed by Jacques Jaccard, with Thelma Percy, Ray Ripley, C. Norman Hammond and Laur Oakley.

Marie Walcamp in "THE DRAGON'S NET," based on the novel, "The Petals of Lao-Tze," directed by Henry McRae. In the cast are Wadsworth Harris, Harlan Tucker and Otto Lederer.

EXCEPTIONAL.

December 7th, 1919.

Universal Film Exchange, Inc.,
Minneapolis, Minn.

Dear Mr. Bryson:

Originality or the word "original" is practically a pre-historic word when connected with motion picture subjects.

But it is the one word that must be used in describing THE ETERNAL TRIANGLE.

This is certainly an original comedy. It went over big, pleased every one and caused a great deal of comment.

Exhibitors catering to high-class audiences cannot afford not to run a subject as exceptional as THE ETERNAL TRIANGLE.

Yours very truly,
L. V. Calvert.

New Garrick Theatre,
St. Paul Theatre, Minn.

"THE MOST HATED MAN IN THE WORLD."

(*Continued from page* 13)

"If I can cause the blind husbands who go to my picture to see the light, to be more considerate, more companionable, more chivalrous toward their wives, I will indeed have accomplished a great good."

So says Eric Stroheim, and so say we all of us.

JUST MOVIES.

(*Continued from page* 31)

TOWN he started down THE RISKY ROAD determined to take BREAD and water to this TWO SOULED WOMAN whom he would either KISS OR KILL. Then the thought came to him supposing I would be like a lot of BLIND HUSBANDS who had PAID IN ADVANCE for their HOME and then wore BORROWED CLOTHES after DESTINY had treated them like THE YELLOW DOG. Anyway he said I'LL LASCA so SMASHING THROUGH he met this MORTGAGED WIFE who claimed HER BODY IN BOND. After a short courtship this SPITFIRE OF SEVILLE and the BIG LITTLE PERSON were married and upon THE BRIDES AWAKENING she made a MODEL'S CONFESSION like A WOMAN'S FOOL. They both soon forgot THE RIDERS OF VENGEANCE but the public fought for a chance to see her husband, the GUN FIGHTIN' GENTLEMEN who claimed THE RIGHT OF HAPPINESS.

LYONS-MORAN

—WHO WILL SHOW YOU
THAT THE WALKING STICK
CAN BE FUNNIER THAN
THE SLAPSTICK IN THEIR
NEW STAR COMEDY

THE people who make you laugh the hardest in every day life are your own friends—dressed like you, in good clothes and quite able to say something or do something humorous without beating you on the head with a slapstick. That's what makes Lyons and Moran friends with every patron of your house. Play every Lyons and Moran release and sign your audiences up for life. Their latest and funniest is—

"SWEET PATOOTIE"

IS YOURS ONE OF THE THOUSANDS?

OF THEATRES PLAYING EXCLUSIVELY

THE BEST IN THE MARKET

ARE YOU ONE OF THE THOUSANDS OF PROGRESSIVE UP-TO-DATE EXHIBITORS ALIVE TO THE FACT THAT THE

NEW SCREEN MAGAZINE

OUTCLASSES EVERY COMPETITOR BECAUSE IT CONTAINS

MORE NOVELTIES
MORE HUMOR
MORE AMUSEMENT
MORE CLEVER CARTOONS
MORE GENUINE INTEREST
MORE EXCLUSIVE FEATURES

Than Any Two of its Rivals Combined

☞ YOU OWE IT TO YOURSELF TO GIVE YOUR PATRONS

ONLY THE BEST BEGIN TODAY

UNIVERSAL

"Give me your answer NOW.—Me or the half-breed ?"

"PAID IN ADVANCE"

JAMES OLIVER CURWOOD'S Great Alaskan Story

Featuring the brilliant Star who triumphed in "THE RIGHT TO HAPPINESS" and "THE HEART OF HUMANITY"

Dorothy Phillips

DO you realize that you will inevitably cash in with any production starring DOROTHY PHILLIPS, the dazzling star who delighted your patrons in "The Heart of Humanity," then captivated them again with "The Right to Happiness"? Her name alone means packed houses everywhere these two great superproductions are shown.

In "PAID IN ADVANCE," Dorothy Phillips has added another triumph to her splendid record. "Paid in Advance" drew the biggest attendance ever known in the biggest picture theatre in the whole world—New York's huge, new Capitol!

Here, then, is a double attraction—record-breaking Star and record-breaking Picture. What more could you ask? Book "Paid in Advance" without delay. We know no surer way for you to make big money.

Directed by ALLEN HOLUBAR

UNIVERSAL — JEWEL

"THE GREAT RADIUM MYSTERY."

Episode 13.

"THE SCALDING PIT."

CAST.

Cleo Rand (The Countess Nada)	Cleo Madison
Gloria Marston	Eileen Sedgwick
Bob Preston	Rob Reeves
The Buzzard	Bob Kortman
John Marston	Jeff Osborne
The Dove	Robert Gray

HAVING gained access to the Buzzard's den, through an underground tunnel, the Mystery Man rescues Bob and Gloria from being crushed to death beneath the hydraulic room.

Discovering that Gloria has tricked him and gotten away with the radium which he thought to be in his possession, the Buzzard has his gang start in pursuit of her, also sending the Dove to keep an eye on Nada who is locked in the dungeon with the madwoman.

Meanwhile the Mystery Man sends Bob to get in touch with headquarters while he and Gloria ride away in the tank. Discovering them in the tank the Buzzard plants dynamite in its path which serves only to send it down one side of an embankment, the Mystery Man, still in it, unhurt, but Gloria however, is hurled from it down the opposite side of the embankment where the Buzzard goes after her and carries her to his headquarters.

From the window of her dungeon cell, Cleo sees the explosion also sees Gloria being carried away by the Buzzard. And too, she sees the Dove headed for the dungeon. Preparing for her getaway, she places a bench in front of the door, over which he stumbles when he comes in and thus Nada effects a getaway.

Bob in the meantime, approaching the Buzzard's cell, after having gotten in touch with headquarters, meets Nada who tells him of Gloria's danger. They rush to the Buzzard's headquarters—Bob goes in while Nada awaits men from headquarters. He finds the Buzzard trying to force the Radium from Gloria by means of the use of a spike-edged neck collar into which he has forced her head. Finding her firm in her refusal to yield the radium he starts to torture her sweetheart Bob, by stretching his members from his body with the use of iron wristcuffs, with chains fastened to each side of the wall and operated by means of a revolving wheel which pulls tighter and tighter each minute to stretch Bob's arms from out of the sockets. Even this means of torture, availing not, he lowers Gloria into a hole in the ground in which is an immense cistern of molten steel, the hot flames of which mean slow, horrible, tortuous death.

"THE LION MAN."

Episode 3.

"The Kidnappers."

CAST.

Frederick Cavendish	J. Barney Sherry
John Cavendish	Robert Walker
Enright	Henry Barrows
Jim Wescott	Jack Perrin
Stella Donovan	Kathleen O'Connor
Celeste	Gertrude Astor
Butler	Phil Gastrock
"Rat" Keaton	James Farley
Lacey	Leonard Clapham
The Lion Man	Slim Pagett

AS Enright cuts the rope to which Stella is clinging, she falls, but lands unhurt on a wagon loaded with sand. The city editor of the "Times" advises Stella to locate Westcott's connection with Cavendish. "Rat" Keaton, however, comes to Topaz ahead of her and confers with Lacey, the leader of the mining faction endeavoring to gain control of Westcott's mine. Beaton tells Lacey of the boy who had stolen the telegram, and thinking that he will endeavor to communicate with Westcott, they decide to hold up the mails that afternoon. Stella starts for the mining camp on the mail wagon.

That afternoon, an attempt is made on Westcott's life by two hirelings of Lacey Westcott is saved by the timely arrival of an odd character known as "The Lion Man." This character is supposed to be some demented person, and always wears over his own head the head of a lion. The Lion Man rescues Stella whose horses are running away. At the camp, as she is going up to her room she overhears an attempt to draw Westcott into an argument. She leaps over the banister just in time to prevent Keaton from shooting Westcott.

A telegram from Farris to Stella is opened by Lacey. He and Keaton overpower her, place her in a hamper and carry her out the back way. They place her in a wagon and start off. Westcott starts to investigate but is stopped by some miners, placed on guard by Lacey. Westcott obtains some cowboys and starts to battle his way upstairs. Lacey and Keaton see the Lion Man following them. As they whip up the horses the hamper in which Stella is rolls from the wagon towards a high bluff.

INTERNATIONAL NEWS.

No. 51.

Winter Time Brings the Days of Real Sport.

Sub-Titles.—The "red ball" is going up on many lakes and skaters are out in force. A potato race adds novelty. And a dance on the ice banishes thoughts of the temperature. An old-fashioned but very popular winter pastime. For real sport try this. Skiing—with the latest improvements. For professionals only.

John Barleycorn an Exile Overseas. —London, England.

Sub-Titles.—Huge consignment of American whiskey—forbidden to Uncle Sam—received at London docks. And John Bull's thirst is so great his own distilleries work overtime since Parliament lifted all wartime restrictions. Getting a little Barleycorn ready for shipment. A load of holiday cheer. On its way to help our British cousins forget the high cost of living.

Auto Drivers—Beware!—California town stages a graphic lesson to reform the careless.—*Bakersfield, Sal.*

Sub-Titles.—Illustrating a "close call" on a mountain road. And a disaster that has often followed as a result of the driver "losing his head." "Reckless" driving only taught in Uncle Sam's oMtor Corps.

"Sub" Chasers Keep Fit.—Long cruisers in heavy seas maintain their wartime standard.—*On the Atlantic.*

Sub-Title.—The former terror of the U-boats revels in a rough sea.

"Kids Is Kids."—First snowfall brings joy to German youngsters.—*Berlin, Germany.*

Sub-Titles.—Unter den Linden through the Brandenburg Gate. A picturesque section of Berlin from the Hotel Adlon. Noske's Guards on street patrol duty.

Famous Chimes on California's Campanile.—Berkeley, Cal.

Sub-Titles.—A duplicate of the beautiful tower in Florence, Italy, 300 feet high. The golden bells chime a holiday melody for the students of the University of California.

China's New Army in an Impressive Review.—Pekin, China.

Sub-Titles.—The Flowery Republic gradually accumulating an efficient artillery force. Influence of European training plainly evident in the marching of these troops. Through a victory gate in honor of the Allies' triumph.

$200,000 *Blaze.*—Knights of Columbus suffer heavy loss when big clubhouse burns down.—*Hoboken, N. J.*

Sub-Titles.—The Red Cross workers supplying "first aid" to the busy fire fighters. Flames spread to a nearby church. At Bakersfield, Cal., a million barrel oil reservoir, struck by lightning, goes up in flames.

Daffy News.

Make your Cashier smile like this!

—Cash in with this big little ACTION WESTERN

"The JAYBIRD" *featuring* HOOT GIBSON AND JOSEPHINE HILL

WE might have made a five-reel special of this corking story, so packed full it is of human-interest and fast-moving happenings. Instead, you get all the meat of it concentrated into the speediest picture that ever galloped through two reels. You'll say it's the greatest big little feature you've ever shown. It's an ACTION Western—bang up-to-date.

BOOK IT TODAY!

"UNIVERSAL ALWAYS DID MAKE THE BEST SHORT STUFF"

Ask any man who has played

DOROTHY PHILLIPS

in

Allen Holubar's Masterpiece

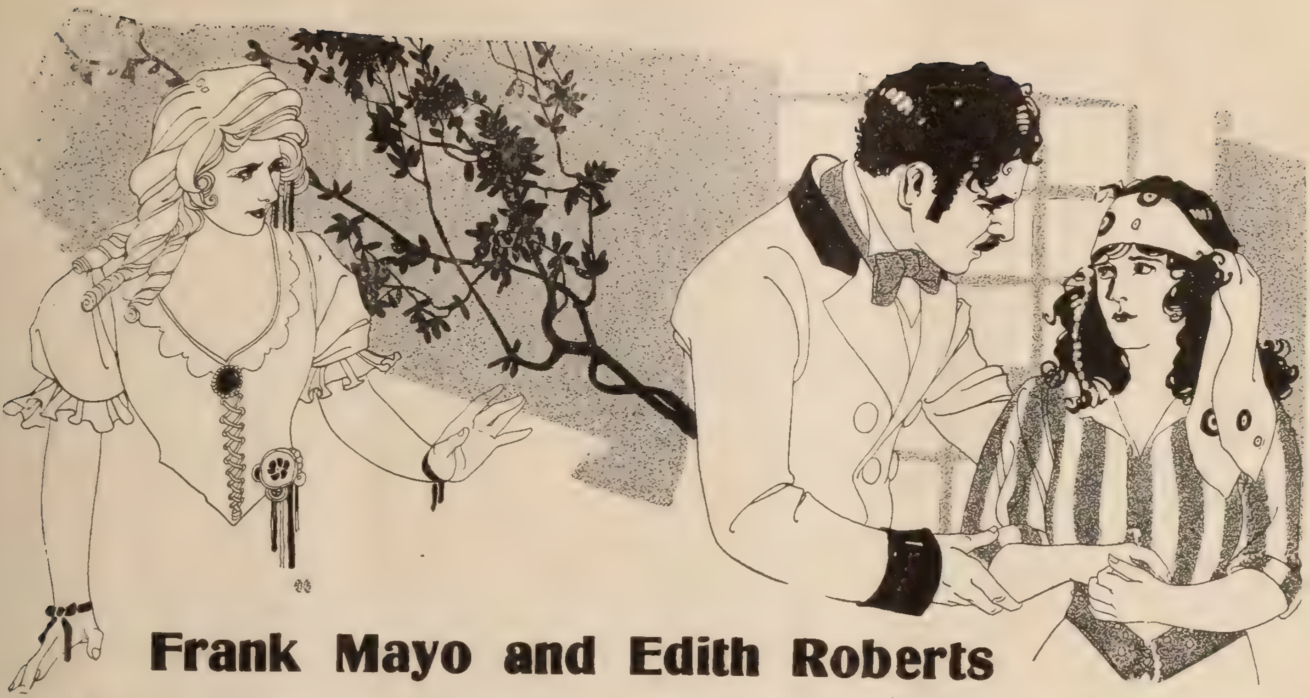
"The HEART of HUMANITY"

THE PICTURE
THAT WILL LIVE
FOR EVER

WE don't ask you to take our word for it when we say that here is a picture as great in peace as in war—a picture that can never lose its wonderful appeal. But we do ask you, if you have never played "The Heart of Humanity," to test our statement—and right now—by getting a verdict from any of the thousands of exhibitors who have shown this masterpiece. We urge you to do this, for we know what he'll say.

RELEASED THRU
JEWEL PRODUCTIONS INC.

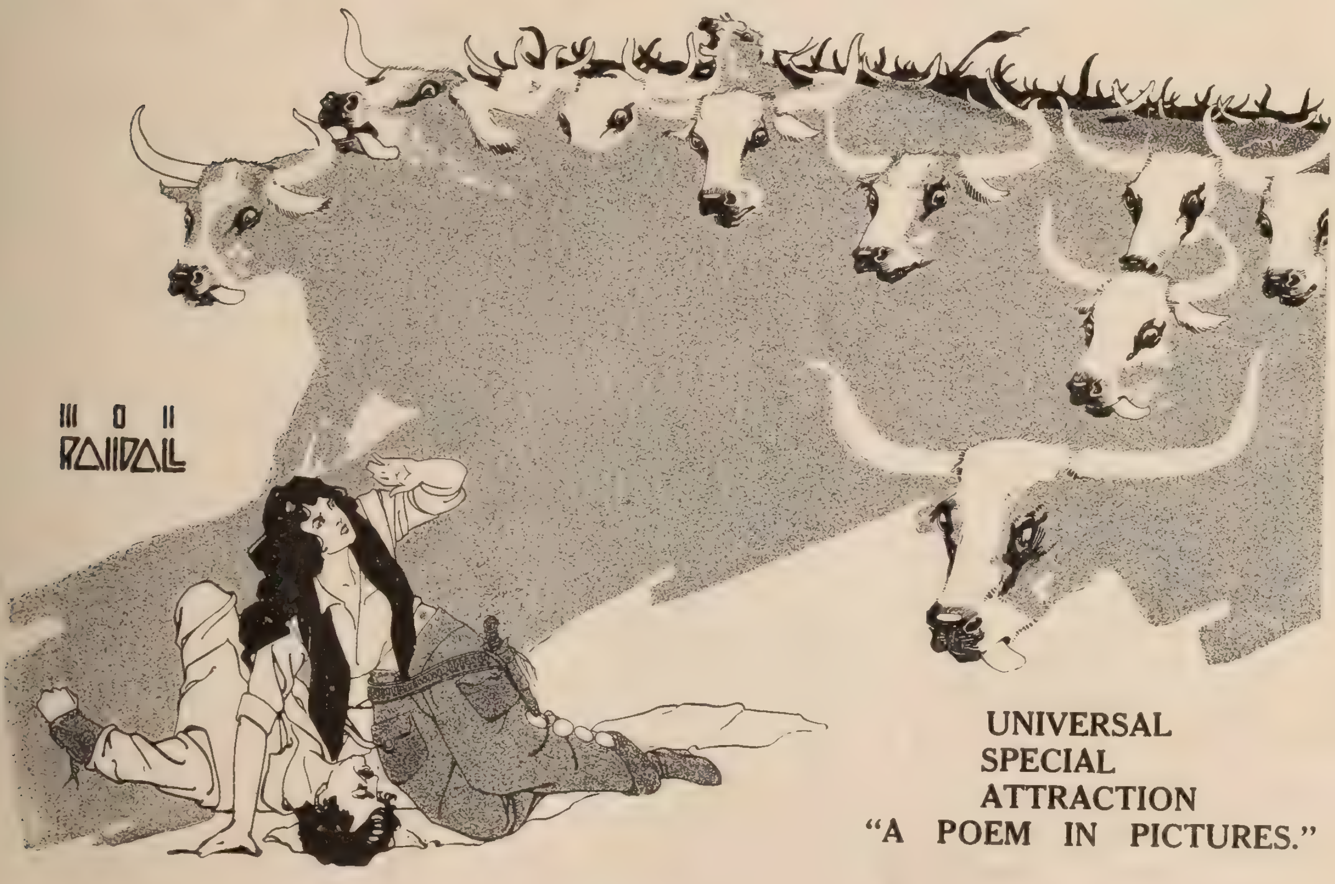
He'll say, "Don't hesitate"



Frank Mayo and Edith Roberts

"LASCA"

SAYS John Morrell in the New York Review: "You will look upon a wonderful humanization of the passionate girl in Edith Roberts. Her dark beauty, her feminine impulses, her joy of living—these are brought forward with life-like attitudes. It is easily her finest performance, one which will make her heard from in the future."



UNIVERSAL
SPECIAL
ATTRACTION
"A POEM IN PICTURES."

Mrs Joe Martin says:

"SOME folks think that acting is plain monkey business, but I say it's no business being a perfectly decent monkey if you gotta be an actor. A chorus girl—that's different. If they'd only gimme a part suited to me sex I'd have a limousine and a diamond neglectless. But—what are they doing to me? They put me, an innocent small-town girl, into the most degrading competition with a low-down, questionable character by the name of Joseph Martin, and they stipulate that my monkey business is to get more and louder and quicker laughs per foot of film than any other comedy workman in the business—male, female, human, inhuman or slapsticker. Working hours? All hours—just as soon as I climb down from my tree. Pay? Notadamcent! Wot a life! Wot a life!"

"A JUNGLE GENTLEMAN"
"The GOOD SHIP ROCK'N RYE"
"A BABY-DOLL BANDIT"

Each one a Century made Comedy
Directed by Fred C. Fishback
RELEASED THRU
UNIVERSAL – JEWEL

The Straphanger

Century Comedy

THE MOVING PICTURE WEEKLY

JANUARY 14, 1922
VOL. 14 NO. 22

Featuring

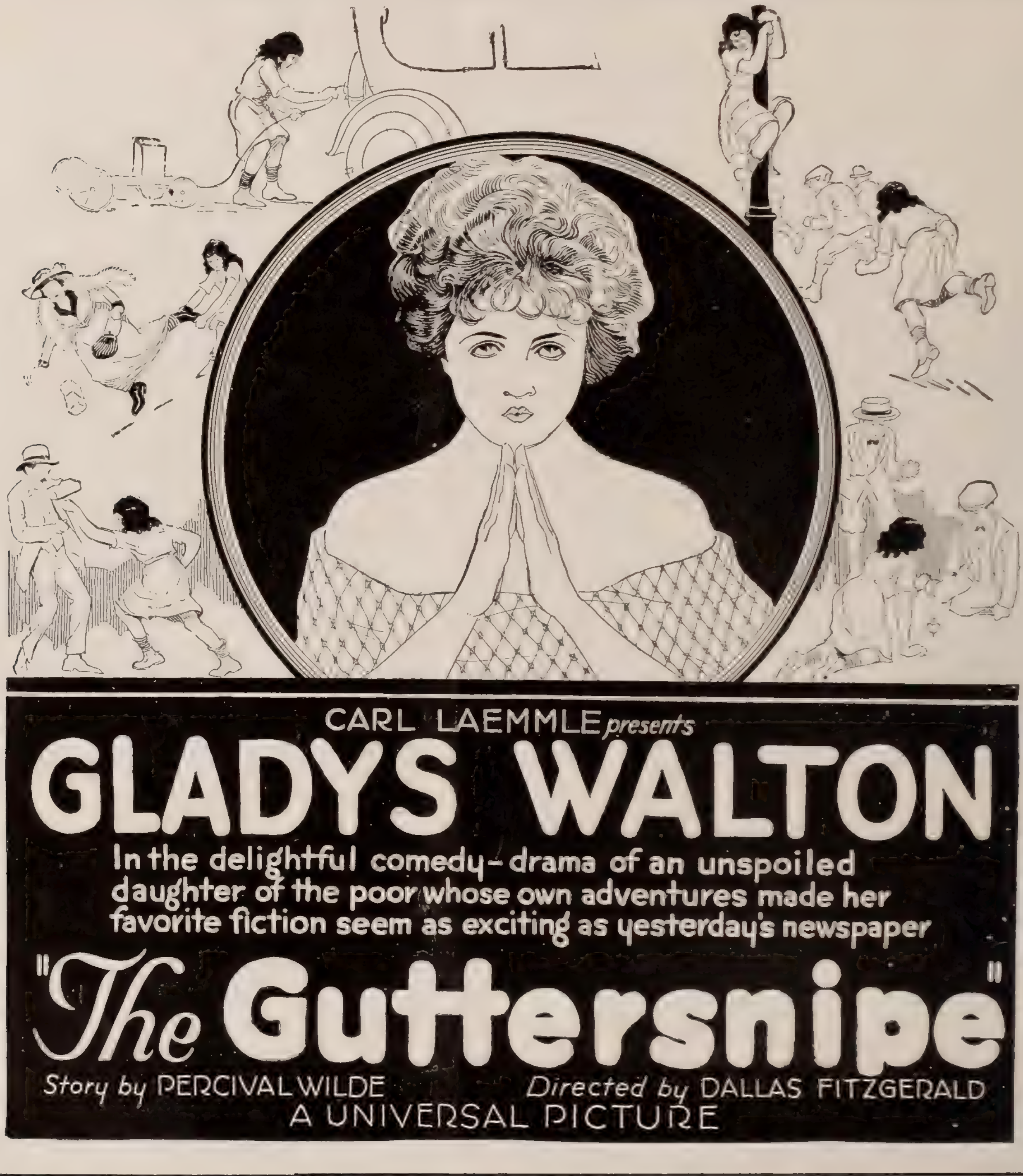
Lee Moran

DIRECTED BY FRED HIBBARD

Released by UNIVERSAL

"Star's following will doubtless become enraptured"

---M. P. News



CARL LAEMMLE *presents*

GLADYS WALTON

In the delightful comedy-drama of an unspoiled daughter of the poor whose own adventures made her favorite fiction seem as exciting as yesterday's newspaper

"The Guttersnipe"

Story by PERCIVAL WILDE *Directed by* DALLAS FITZGERALD

A UNIVERSAL PICTURE

Use this snappy three column news ad and let 'em know you're showing this big one.

FUNNY STUFF!

No. 264. --- Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

The hardest thing to produce in the moving picture business is a STEADY SUPPLY of really good comedies.

Every producer who has gone into the comedy business has made MORE POOR COMEDIES THAN GOOD ONES, always making an exception of Mr. Chaplin.

The Universal has made its share of poor comedies along with other producers. We have made more poor ones than we ever released. We have a vault full of discarded ones.

But a little over a year ago we started to hit the right stride in short comedies.

I refer to the CENTURY COMEDIES.

All through the year the Centuries have held up to a surprisingly high standard. Most comedy brands put out a few good ones and then take a frightful slump. But not the Centuries. They have hung on like a bulldog, so that I can honestly say I think they are the STEADIEST SUPPLY OF GOOD COMEDIES IN THE BUSINESS.

Some exhibitors like them so well that they feature them bigger than their feature! That's the kind of expectations the Century Comedies must live up to—and they are doing it!

No live-wire exhibitor should overlook them! No exhibitor who judges Century Comedies by any rotten comedies produced in the past (by other producers, or even the Universal) is doing justice to himself.

We spend a goodly sum of money to make Century Comedies good. But we don't pay the extravagant prices that others do. As a result we are booking them at "live-and-let-live" prices.

Have you ever seen two-year-old Baby Peggy? Have you seen Brownie, the most lovable dog in pictures? Have you seen Harry Sweet and Lee Moran in their newest Centuries? If not, you've been missing one of the biggest bets in the business.

Hop aboard the Century Limited and clean up! There is NO EXCESS FARE!

To Exhibitors Who

A Sensational Offer Which Is Backed Up With the Resources of the Strongest Company in the Business

Cards on the table, face up!

Prove to me that you are actually operating at a loss and I will authorize Universal's nearest representative to cut film rentals enough to enable you at least to break even!

It is intended only to prevent theatre failures.

Every producer in the business knows that some of you are losing money. For a long time your complaints were taken with a grain of salt, because some of you complain all the time, even when you are cleaning up, just to hammer rental prices down.

But there is no denying now that your complaints, in many cases, are justified and true.

Therefore, regardless of whether you are now using Universal pictures or whether you have never used them, you can get them at a price which will stop your losses the instant you prove to our representative that there is a loss.

The best houses in the country have discovered the amazing improvement in Universal pictures. They know we have improved our stories, they know we use the best settings in the world. They finally realize that we have the best photography and the cleverest lighting. And what's more—

WE'VE GOT THE BEST STAFF OF DIRECTORS EVER GATHERED TOGETHER IN ONE STUDIO!

We've cut the waste from thousands to hundreds, from hundreds to dollars and from dollars to pennies. We can make better pictures than anybody else for less money than anybody else—and we're doing it every day!

Never in the history of the industry did any company produce such a STEADY SUPPLY OF EXCELLENT PICTURES. Never were such fine pictures sold on such a close margin of profit.

CARL LAEMMLE, President

Are Losing Money

Prove to Me That You Are Really Losing Money and Universal Will Cut Its Prices to Save Your Life

You never needed Universal more than you need it today. And today it makes the bona-fide offer outlined above. If other companies follow suit, so much the better. But if they don't, Universal stands back of the proposition with every bit of its resources.

The only exception I make is our million-dollar picture "Foolish Wives." I'm going to get every dollar I can for that production because I've GOT to. You need no diagram to show you why.

I don't believe any exhibitor will begrudge paying record prices for the first real million-dollar picture in history. Some of the biggest showmen have offered me their theatres on my own terms as an appreciation of what "Foolish Wives" will mean to the whole moving picture art.

But outside of that one picture, I say again: Show the nearest Universal representative your books. Prove to him that you are in bad shape during these present times, and I will authorize him to make a deal that will pull you out of your hole and at least let you live.

Understand clearly, the Universal Company, although the strongest in the business today, is feeling the terrific pressure of the present times. We are in exactly the same boat as many of you are in. Times are tough. But we are probably better able to finance ourselves through troublous times than you are. That is why I take upon myself the burden of this offer.

I mean this from the bottom of my heart, and there is not one single string to my offer!

My cards are on the table.

SHOOT!

UNIVERSAL FILM M'f'g Co.
1600 B'way, N.Y.

Carl Laemmle writes this advertisement personally

IN ALL THE HISTORY of the show business, whether on stage or screen, there has never been a million-dollar production until "Foolish Wives" was produced by Erich Von Stroheim for the Universal company.

It is about to be released.

Thousands of columns have been and will be written about "Foolish Wives" and Von Stroheim since this greatest of all productions was started. **MONEY COULD NOT BUY THE SPACE DEVOTED TO VON STROHEIM AND "FOOLISH WIVES"** by the newspapers and magazines of the world.

Cash in on

VON STROHEIM

Hundreds of thousands of dollars will be spent for advertising space in the newspapers, exploiting Von Stroheim and "Foolish Wives."

No director has ever been discussed so much.

No picture has been looked forward to with such interest, I might almost say, excitement!

The time for you to cash in on anything is **WHEN THE MILLIONS ARE TALKING ABOUT IT.**

Millions are discussing Von Stroheim.

CASH IN ON HIM RIGHT NOW, EVEN BEFORE "FOOLISH WIVES" is released.

Have a "Von Stroheim Week."

Show the only two pictures he ever made before he tackled the first million-dollar production in the history of the world.

Show "Blind Husbands" and "The Devil's Passkey."

Not only are they amazingly fine pictures, but they were made by "the man you love to hate."

Advertise them as the creations of "Von Stroheim, producer of 'Foolish Wives,' the first real million-dollar picture."

If you're really a **showman,** you need no further argument from me!

Clean up with a Von Stroheim Week!

Have You Read Your Ca

DID you receive your Campaign Book for Universal's new Historical Chapter-Play? If not, please write to the Home Office, 1600 Broadway, New York City.

Extra books have been reserved for exhibitors who desire an additional copy or failed to receive one.

If you did get your copy, have you read it?

Have you acquainted yourself with the big Tie-ups in it? Do you know the many easy ways that you

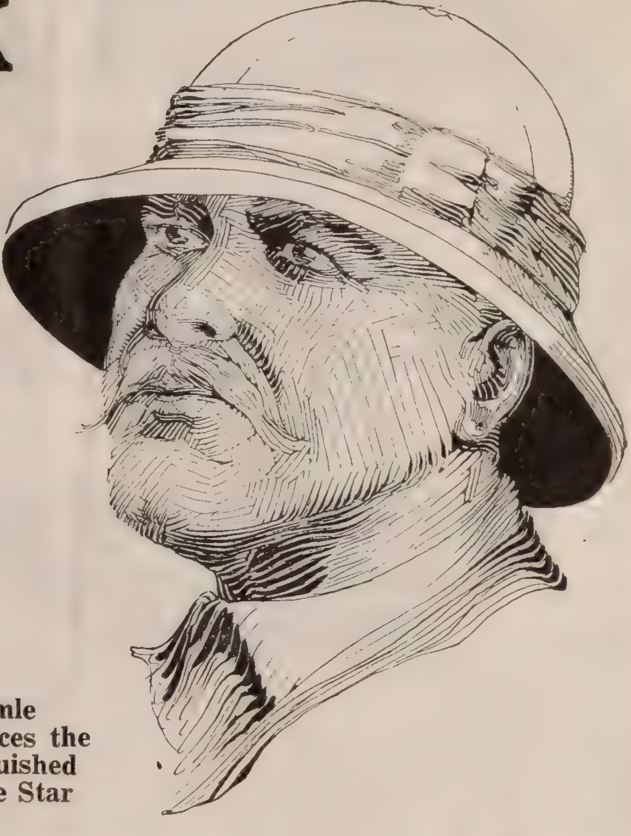
npaign Book

?

can keep your house packed for eighteen long weeks at a slight, nominal cost? Have you arranged with the schools in your town to help you put it over?

Get hold of your copy now—read it—study it—use the plans in it—they mean sure, instantaneous money to you. If you haven't a copy write or wire for it at once.

On the following two pages you will find reproduced just a few samples of the big money-making Tie-ups in this Campaign Book.



Carl Laemmle
announces the
distinguished
Feature Star

GEORGE WALSH

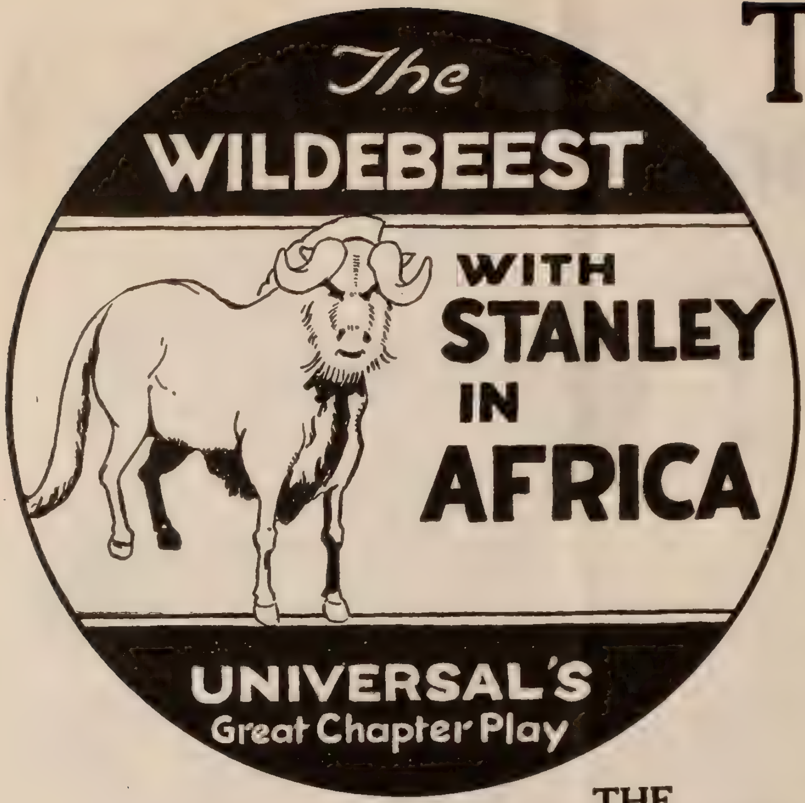
with LOUISE LORRAINE in Universal's Splendid New Chapter-play Re-creating History's Most Dramatic Adventure. Directed by Edward Kull.

"With STANLEY IN AFRICA"

ANOTHER GOLDEN UNIVERSAL DISCOVERY

Two Big Su

Don't Fail to Read
it contains a doz

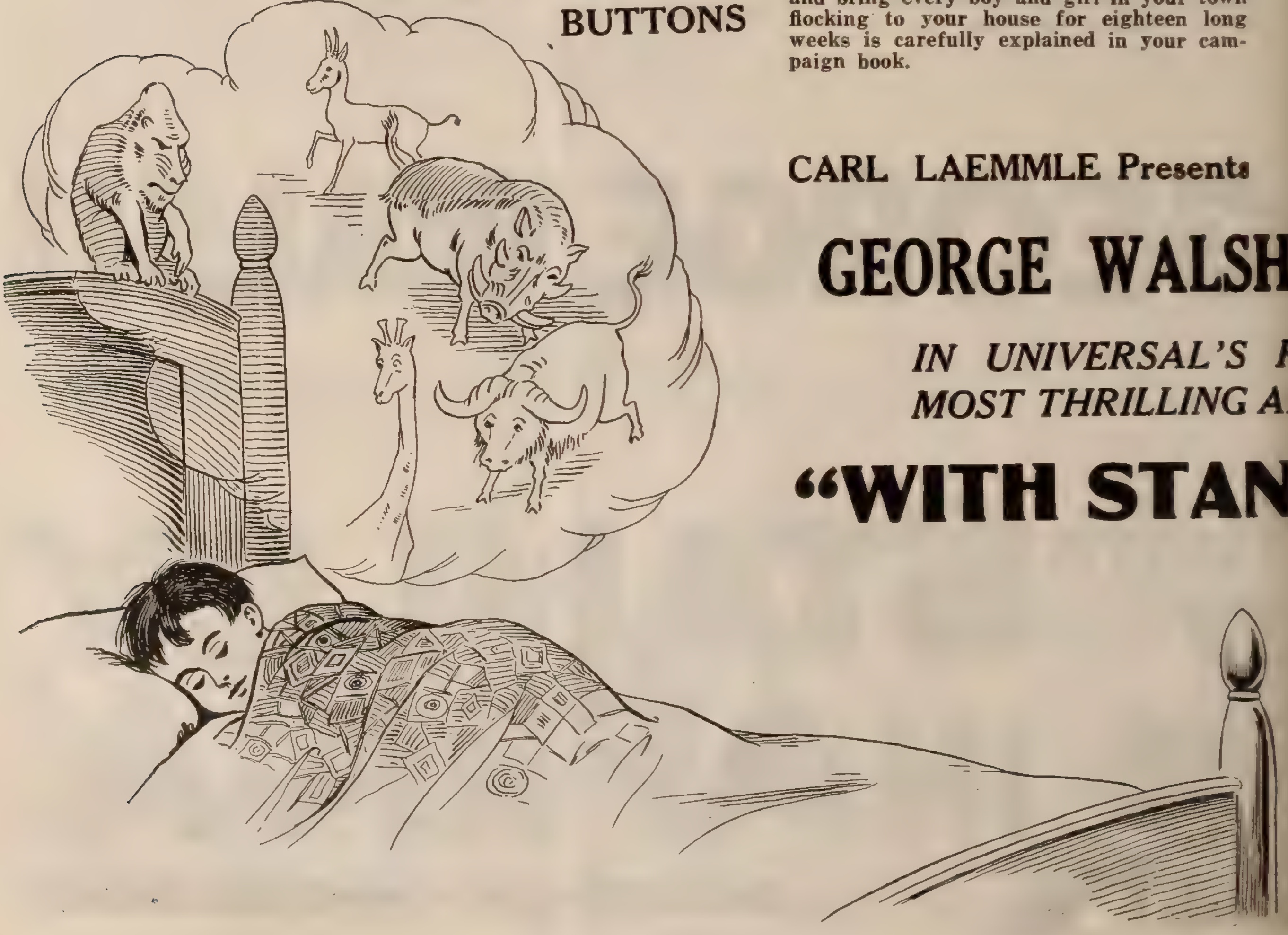


THE
BUTTONS

ONE of the big money-making ideas in your Campaign Book issue of the Weekly (dated Jan. 7) is built around these unique buttons. The size of a fifty-cent piece, they are offered you in two colors, blue and white, in boxes of 1,000 with complete instructions pasted on the cover of the box. Each 1,000 buttons is assorted as follows:

20 Warthog Buttons
20 Quagga Buttons
20 Wildebeest Buttons
20 Mandrill Buttons
20 Eland Buttons
160 Cape Buffalo Buttons
160 Guib Buttons
160 Addax Buttons
160 Klipspringer Buttons
160 Hyrax Buttons
100 Map of Africa Buttons

All details regarding distribution, use of slides, and how this idea will create talk, and bring every boy and girl in your town flocking to your house for eighteen long weeks is carefully explained in your campaign book.



CARL LAEMMLE Presents

GEORGE WALSH

IN UNIVERSAL'S R
MOST THRILLING AN

“WITH STAN

e-fire Tie-ups

our Campaign Book--
cash-getting ideas!

TAKE the half-sheet specially prepared for schools, enclosed with your campaign book (the preceding issue of the Weekly) and show it immediately to the Superintendent of Schools in your town, or your School Principal. Show him that there is virtually no advertising matter in this educational half-sheet. Ask him how many he wants to put up in the schools right away. Tell him about the serial "WITH STANLEY IN AFRICA"—show him the colored insert which you will remove for that purpose from your campaign book. Get his co-operation in interesting the children in this wonderfully educative, clean, wholesome chapter-play written around the true story of the triumph of American enterprise.

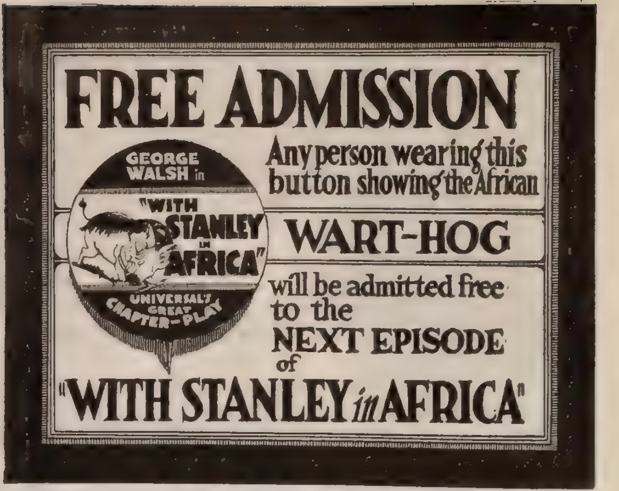
ON NO ACCOUNT OMIT TO GO IMMEDIATELY TO YOUR SCHOOL AUTHORITIES WITH THE HALF-SHEET AND THE INSERT. This is the best and biggest link-up ever offered any exhibitor on any moving picture.

vith Louise Lorraine

REATION OF HISTORY'S
DRAMATIC ADVENTURE

EY IN AFRICA"

Directed by ED. KULL



FREE ADMISSION

Any person wearing this button showing the African

WART-HOG

will be admitted free to the NEXT EPISODE of

"WITH STANLEY in AFRICA"

GEORGE WALSH in
"WITH STANLEY IN AFRICA"
UNIVERSAL'S GREAT CHAPTER-PLAY

THE SLIDES

THERE are five of these button slides, each one of course containing the name of a different animal.

THE HALF-SHEET

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor.
(Copyright, 1921, Universal Film Mfg. Co. All Right Reserved.)
Vol. 14 JANUARY 14, 1922 No. 22

LAEMMLE CALLS FOR BIDS ON "FOOLISH WIVES" SHOWING

Second Unprecedented Move On His Part—Divides United States and Canada Into Eight Zones and Asks Each Exhibitor To Wire Him Direct His Best Proposition For America's Most Costly Picture—Central Theatre Showing January 11th.

AFTER waiting a year and a half for "Foolish Wives," Carl Laemmle has the satisfaction of seeing the final arrangements for its showing and distribution to exhibitors moving in the smoothest and most encouraging order. The past week he has seen the completion of the distribution plan and has received thousands of assurances that exhibitors are highly appreciative of the decision which he made to let them have it direct instead of following a long period of extended engagements in individual cities.

Good News For Exhibitors

For the purposes of distributing "Foolish Wives" the Universal has created an extraordinary sales force operating directly from 1600 Broadway, New York City. This extraordinary force consists of eight men, to each of whom has been assigned a territory or zone. These men have nearly all of them been busily engaged with H. M. Berman, the exchange manager, on the details of the selling plan for the last three weeks. They will be occupied for some time only with the big cities in their zones, and it will be necessary for them to do a great deal of traveling in order to cover the territory which the Universal for ordinary selling purposes has divided into 33 exchanges. For this reason it has been thought best to announce to exhibitors that all inquiries about the release of the picture in their territories should be addressed direct to 1600 Broadway, in order to receive the prompt attention which it is Mr. Laemmle's desire shall be given to every offer from exhibitors on this picture.

Mr. Laemmle is fully convinced that "Foolish Wives" will be the brightest spot in the theatrical season for thousands of exhibitors. He realizes that the big takings that they make in the course of a year can be counted on the fingers of one hand. The reason is because there are not enough big productions available. Now that he has the opportunity in hand to assist so many exhibitors to start the year 1922 with a big profitable engagement, he is letting nothing stand in the way of any exhibitor from making an offer to him for "Foolish Wives." He has determined that the machinery described above will be the most rapid and effective for putting exhibitors in touch with the "Foolish Wives" release dates which are open in their territory. For this reason, he has not thought it wise to announce the cities from which these personal representatives are going to operate. It will facilitate matters greatly if all bids are sent direct to 1600 Broadway.

"What Am I Bid?"

This matter having been determined, Mr. Laemmle resolved to follow up his unprecedented move of giving up America's most costly picture direct to exhibitors by an equally startling and unprecedented departure. He has, in the statement just issued, asked every exhibitor who is interested in "Foolish Wives" to make him personally a bid on "Foolish Wives." The following is his statement addressed to exhibitors:

WHAT DO YOU BID FOR "FOOLISH WIVES?"

You have never before been asked to *bid* for a picture.

But Universal's MILLION DOLLAR PICTURE is so totally beyond the class of any production ever before attempted that it must be handled in a revolutionary manner.

Universal can NEVER GET ITS MONEY BACK on this stupendous super-production. It has already cost so much that by the time we exploited it and made the prints WE WILL HAVE TO TAKE IN TWO AND A HALF MILLION *TO BREAK EVEN!*

I could take in MORE MONEY THAN THIS by road-showing "Foolish Wives." But there are two

Laemmle Calls for Bids on "Foolish Wives"

powerful arguments against such a method. First, road-showing is a slow process. Second, I consider it unfair to you exhibitors, and therefore poor policy, to make regular moving picture theatres wait for months and months, and maybe years, after release date before showing the screen's greatest effort.

I want MOVING PICTURE THEATRES TO HAVE FIRST CRACK AT THE BIGGEST ACHIEVEMENT IN THE HISTORY OF THE INDUSTRY.

I say I *want* this. But I can't afford to sacrifice a million dollar picture—the only one ever made—to accomplish it.

Therefore I can't go through with it unless you meet me more than half way.

Some of the greatest exhibitors in the world have made handsome offers for first run of "Foolish Wives." But, as handsome as these offers have been, THEY DO NOT COVER THAT PART OF THE NEGATIVE AND POSITIVE COST CHARGEABLE AGAINST THEIR CITIES.

Carl Laemmle, Producer Extraordinary, Who Asks For Bids On "Foolish Wives," His Greatest Achievement.

Better still, such men as Tom Moore of Washington, Felt Brothers of Philadelphia, Ruben & Finklestein of St. Paul and Minneapolis, and others, have offered me their theatres ON ANY TERMS I SEE FIT TO MAKE, because they say the industry owes this tribute to Universal. It is a great spirit, a new spirit, a spirit which will inspire Universal to reach greater heights in the future than it ever hoped for before.

Smash All Precedent

Other exhibitors have said that I will be justified in making terms that have never been dreamed of before. One man said, "Your company has done a thing no other concern ever dared do. You are entitled to recognition for this. You are entitled to the very highest limit every exhibitor can give you."

It was this exhibitor who suggested that I ask you to make your very highest bid for "Foolish Wives."

Will you do it? Will you smash all precedent and tell me the very limit you can stand in order to have the honor of being the first to present the first million dollar production in your city?

Will you demonstrate that my policy of giving moving picture theatres first chance is the right policy?

With so much at stake I naturally reserve the right to accept or reject your bid; in either event, I am going to receive it in the best of faith, just as I ask you to accept this announcement.

(Signed) CARL LAEMMLE

This statement was partly due to the telegrams he has been receiving and the desire expressed in them to have the first "Foolish Wives" showing at any cost. Following are a few samples of the hundreds he has received:

"Just had conversation with Mr. Rubin concerning 'Foolish Wives.' Lyric Theatre available in Minneapolis starting Jan. 15th at any terms agreeable to you. Garrick Theatre in St. Paul under same conditions, but not available till one or two weeks later. Firm promises to give you every co-operation and help to make this the biggest picture engagement ever held in Twin Cities.

"J. F. CUBBERLEY,
"Minneapolis."

"Attended preview of 'Foolish Wives' in eighteen reels under anything but favorable circumstances. Unhesitatingly say it is one of the screen's master achievements. The subtle art of the producer of this picture opens a new era in cinema achievement. I predict for it a reception second to no picture in the past ten years. My only hope is that my firm, Rickards and Nace Amusements Enterprises, is accorded the privilege of playing it at an early date. JOE E. RICKARDS,
"Phoenix, Arizona."

"After having previewed 'Foolish Wives' there was but one thing to be said: 'It is a marvelous production.' Nothing heretofore produced anywhere can compare with it in beauty and massiveness. The eighteen reels as I saw it last night stand as a work of art. With the cutting it is now receiving, the picture will prove a tremendous box-office success. I do hope it will be the good fortune of this theatre to exhibit 'Foolish Wives' for a very long run. Best regards.

"HARRY DAVID,
"Mission Theatre, Los Angeles."

The opening at the Central Theatre in New York has been changed from January 8th to January 11th. The interest in "Foolish Wives" is to blame. The opening will be as brilliant as any theatrical first night, and the change was made to prevent conflict with other opening attractions, of which there will be an unusual number following the holidays.

Something Absolutely
Carl Laemmle presents
"The Leather
UNIVERSAL JEWE

New on the Market!

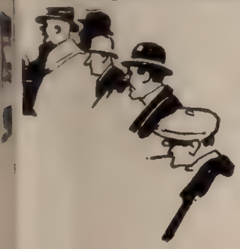
A Series of Twelve Short Super Features Made from the Famous H.C. Witwer Stories in Collier's, The National Weekly.

THE best houses in the country will be only too glad to book this wonderful series. It's different—absolutely new—something you've never seen or shown before.

"THE LEATHER PUSHERS" is a series of two-reel Romances of the Ring made from the famous stories by H. C. Witwer, the national laughsmith, and lately appeared in Collier's.

MILLIONS of men and women are waiting to see this wonderful series in Twelve Rounds—two reels to each round—on the screen in your theatre. Every foot of it fairly lives with clean, red-blooded action, tense, throbbing drama and tender love scenes.

IT carries the most powerful punch ever packed into a series of short features. It's a super-feature—it will get you super-houses. Get a super-hurry on you now! Get your booking in first!



Featuring!

REGINALD DENNY

as **KANE HALLIDAY**
alias **"KID ROBERTS"**

Pushers"

OLLIER'S SERIES

Written by
H. C. Witwer
America's Highest
Paid Humorist
DIRECTED BY
Harry Pollard

Lloyd Ingraham Signed by Universal

Noted Director Returns To "U" After Eight Years' Absence—Will Guide Gladys Walton In "Second Hand Rose"

LLOYD INGRAHAM has been engaged to direct Gladys Walton at Universal City.

He will begin production immediately with the famous little flapper star on "Second Hand Rose," a clever comedy adapted from the popular song of that name by A. P. Younger.

Ingraham began his directorial career with Universal eight years ago. Recently he has done excellent work with Louis B. Mayer, Thomas Ince and Carter de Haven.

For Mayer he did "The Sign of Jack Lantern," with Betty Ross Clarke; "Old Dad," with Mildred Harris, and "Lavender and Old Lace."

Notable Career

Most of the Douglas McLean successes bore the mark of his megaphoning genius with Thomas H. Ince, and "Twin Beds," "The Girl in the Taxi" and "Marry the Poor Girl" are among his successes for Carter de Haven.

Mr. Ingraham will find a story and a star particularly adapted to one another in his first effort for Universal. "Second Hand Rose" deals with delightful humor of an Irish girl who is adopted by an impoverished Jewish family in the ghetto of New York. She is brought up in a pawn shop where the natural Irish instinct has about as much chance as Admiral Sims has of being elected President of the "Irish Republic."

Directorial Talent

The addition of Lloyd Ingraham to the directorial staff at Universal gives the world's film capital a monopoly on directors of demonstrated ability.

Bellowing through megaphones or whispering tenderly, according to their individual temperaments, at Universal City, are to be found Erich von Stroheim, Jack Conway, Tod Browning, Stuart Paton, Hobart Henley, Craig Hutchinson, Edward Kull, Albert Russell, Paul Scardon, Clarence Badger, King Baggot, Edward Laemmle, William Worthington, Reginald Barker, Reaves Eason and Robert Hill.

ANOTHER GREAT CAST FOR PRISCILLA DEAN

UNIVERSAL'S habit of assembling remarkable casts to support Priscilla Dean is emphasized in "That Lass o' Lowrie," the Universal-Jewel production which has just been started at Universal City.

Strong Support

Wallace Beery, famous for his admirable characterizations in many successful productions, has been selected for the interesting rôle of the heroine's father. It is the third big part that the noted character player has interpreted in support of the star. The first was as the sheik in "The Virgin of Stamboul"; then came a shorter but equally important rôle in her support in "Wild Honey"; and now the powerful portrayal of the father in the Frances Hodgson Burnett story which is serving Miss Dean as her current starring vehicle.

Powerful Cast

The second man to be selected for the cast is Fred Kohler, best known for his vigorous out-of-doors rôles and who won the approbation of critics in support of Edith Roberts in "Thunder Island," with Miss Dean in her big north woods success, "Conflict," and very recently with Herbert Rawlinson in "The Scrapper."

Beatrice Burnham, who played leads in support of several Universal masculine stars a year ago, has returned to Universal City to join the extraordinary cast of Miss Dean's forthcoming production. Another feminine rôle of interest is to be depicted by Katherine McGuire.

Difficult Choice

The selection of a leading man for Priscilla Dean has always cost the executives at the big studio considerable loss of sleep. There are considered to be but four masculine stars of sufficient prestige and ability to support her, and it is usually difficult to choose among them, or to find the most desired of the lucky quartette available.

FOREIGN PUBLICITY MAN TO JOIN COAST STUDIO FORCE

WILLY WYLER, attached to the Foreign Publicity Department of Universal's home office, is enroute to Universal City where he will join the Coast studios' directorial staff upon his arrival. Wyler, who has been in charge of certain phases of Universal's European and Canadian publicity, will be attached to one of the units at Universal City as assistant director.

Accompanying Wyler on his trans-continental trip is Jack O'Brien, newly acquired serial star, who recently signed a contract to appear in one of Universal's forthcoming thrills-from-history continued features. An impromptu but hearty welcome awaited Wyler and O'Brien upon their arrival in Chicago. After a short stop-over in the Windy City the two left for the Coast.

"Cuddle up to Universal—you'll be needing us"

52 Universal Special Attractions next year.

Are You One of the Very Few Exhibitors Who Still Persist in Thinking They Can Get Along Without the News Reel?

DO YOU KNOW that some of the biggest exhibitors in the country give the news reel credit for fifty per cent. of the drawing power of their program?

DO YOU KNOW that more people every day, everywhere, are demanding from exhibitors as their right, world news in picture form?

IN PROOF OF THESE FACTS we tell you that International News' sales have jumped in leaps and bounds in the last year, and new contracts are coming in daily.

There are still a few isolated cases where exhibitors are not playing this news reel and where perhaps their patrons have not yet made a demand for it. But it will come—the germ of picture news desire is in the air, it is sweeping the entire country, and there isn't a chance that any community will escape.

DON'T let the feeling get a foothold in the minds of your people that you are depriving them of something they ought to have. Even a few dissatisfied customers can create an army of malcontents; AND WE DON'T HAVE TO TELL YOU THAT IT'S MUCH EASIER TO KEEP PATRONAGE THAN IT IS TO BRING IT BACK AFTER IT STARTS TO DRIFT AWAY. Keep your people satisfied. Give them what they want.

NOW IS THE TIME TO BOOK

INTERNATIONAL NEWS

Released Through UNIVERSAL

"The Fox" capt

"IF you have been forced to sit through a season of tedious and tiresome problem and society film dramas, then HARRY CAREY in 'THE FOX' will come as a breath of crisp hay-laden air after a night in a hermetically sealed room.

"HARRY CAREY does everything that has ever been done in the Western melodrama, and then some! 'THE FOX' is good entertainment. Seldom has better photography been seen on Broadway. People DO like a wild western film."

---Says N. Y. World

Carl Laemmle
offers exhibitors

The First Western Super-Production
ever screened

HARRY CARE

res "The World"

UNIVERSAL
JEWEL
PRODUCTION
DIRECTED BY ·······
ROBERT THORNBY

in "THE FOX"

Miracles? No!

Did you ever hear anything like this before?

> *"I am running 'CONFLICT' t*
> *Theatre--and am GETTING MO*
> *THEY DID! And I'm getting t*
> *30-40; mine are 28-39-55. It i*
> *pleased." A. BERETT*

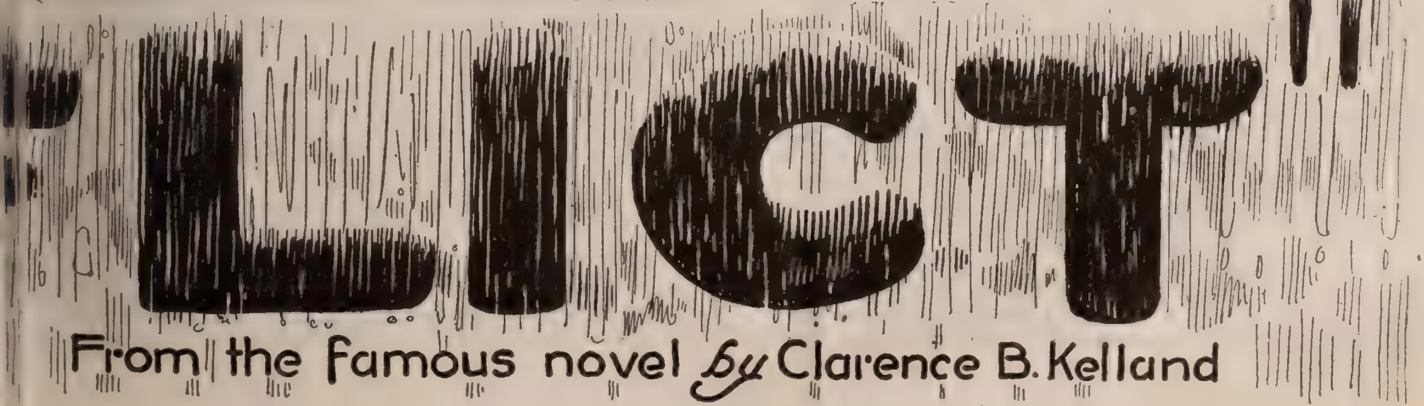
"CONF

Directed by Stuart Paton

Just FACTS!

veek SECOND RUN after the . .
MONEY FOR MY SEATS THAN
usiness, too. Their prices were 20-
vonderful picture and everyone is
ughlin Theatre, Long Beach, Cal.

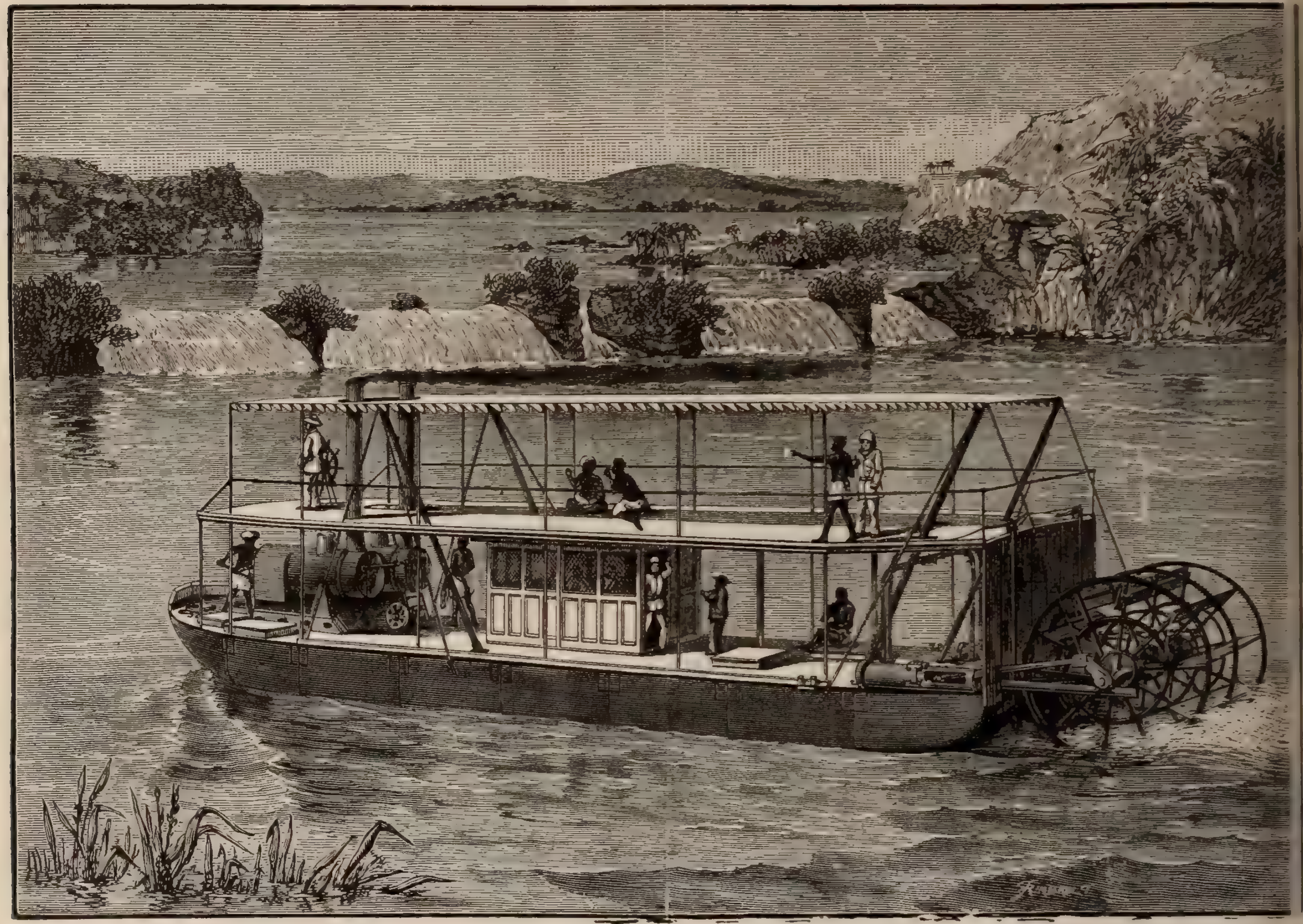
Have you ever read a letter like this one?



From the famous novel by Clarence B. Kelland

STERN-WHEEL STEAMBOAT, "LE STA

MESSRS. YARROW & C



(ABOVE: *Interesting Illustration of "Le Stanley," Stern Wheel Steamboat Built by Messrs. Yarrow & Co., for Liv*
Experiences En Route—This and Similar Material Proved of Great Value in Obtaining Authentic Detail for "With

London, Sept. 1st, 1884.

Messrs. Yarrow & Co.

Gentlemen:

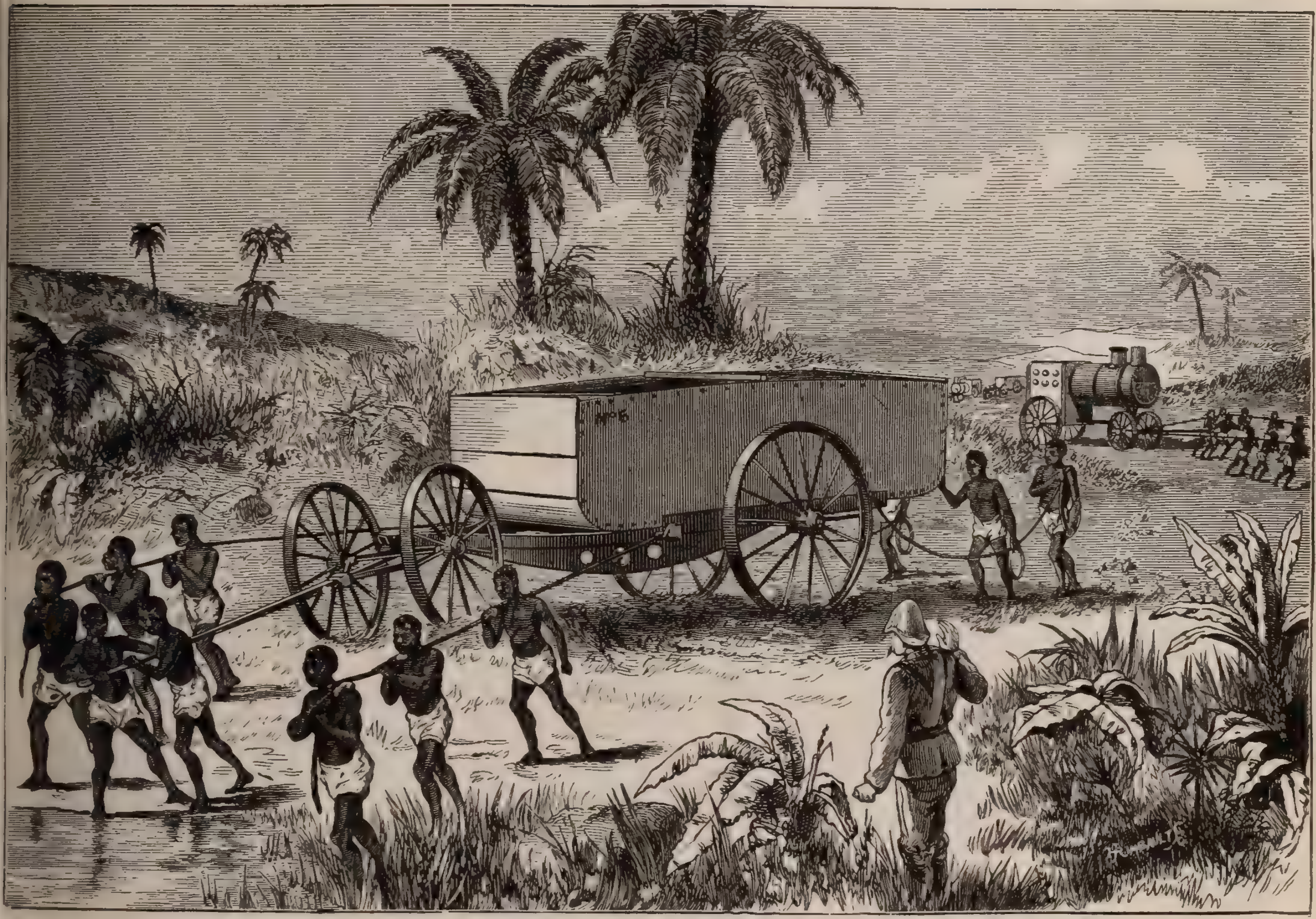
"Le Stanley" arrived at the Congo from England about the same time I arrived at Scopoldville from the Stanley Falls. By the time I reached Vivi the Sections had been screwed up engine and boilers with hurricane deck mounted and within four days I was much gratified to see her one morning steam up in view of Vivi Stations. No one could make her out for a time and it was very amusing to hear her character guessed at by the crowds which lined the verge of Vivi Cliff. Some laughingly thought that she must be some strange fabric of Portuguese build destined to bombard Vivi, others thought that she must be an English structure sent out by a Conservative Government to settle the Congo question, while others again predicted that she was French, the long expected gunboat which was to ride over all the Congo Falls to Upper Congo.

As she drew nearer, and noted the route she took we became more assured and finally we saw the flag of the International Africania Association and then became convinced she could be none other than the new boat built by your firm.

Though she steamed gallantly up and through the lower Vivi rapids which has a current inshore even of eight knots, she had a much more formidable work ahead in the section between Isangita and Manyanga, and I wished to test her powers thoroughly before ordering her to be dismounted. The Chief Engineer demurred slightly at this extra trial on the ground that she was but temporari-

NLEY," FOR THE CONGO EXPEDITION.

LE OF DOGS, ENGINEERS.



Rescue Expedition. **BELOW:** *Copy of Letter Written by Captain Henry M. Stanley to Constructing Engineers Narrating In Africa," George Walsh's Current Thrills-from-History Continued Feature, Now Being Filmed at Universal City, Cal.)*

ly put together—the Captain in charge supported him. Notwithstanding their very reasonable objections I insisted that her powers should be thoroughly tested on the lower river, before proceeding to expend £4,000 for her carriage overland, and for this test the upper portion of the Lower River, which has a current of from six to twelve knots, according as you are near shore or center of river, was chosen for her run. I also gave orders that she should carry her own steel wagons, or trolleys and all her own extra equipment and stores and planking, so that I could see what she could do, heavily loaded, in the rapids and whirlpools.

She made four round trips of the aggregate length of eighty miles in the worst water of the Congo, in water that whirled the French gunboat "Sagithaire," when she attempted to come up to Vivi, 'round like a top. This work she did, remember, in a state that underwriters would have condemned as being unfair. I then decided that she was fit for our work; that if any accident happened it would be the fault of the Navigators and Officer in charge.

What I admire about her specially is her small draught, her breadth of beam which gives steadiness and capacity for carrying cargo, and her twin rudders. I was quite astonished at their enormous powers. One turn of the wheel instantaneously swept her bow clear of danger that a second before seemed imminent. The boat is an honestly built boat, with honest workmanship.

Yours obediently,

(Signed) HENRY M. STANLEY.

SCENES FOR "THE LEATHER PUSHERS" FILMED AT BROADWAY'S BUSIEST HOUR

Theatre-goers and Bright Lights Used As "Atmosphere" In Harry Pollard's Prize Ring Series For Universal.

BROADWAY had one of its greatest thrills last Thursday night when Harry Pollard, director for "The Leather Pushers," the H. C. Witwer prize ring series being filmed for Universal with Reginald Denny as the star, paraded his company up and down the Gay White Way at the height of the theatre crowd hour, filming the crowds, the lights and "The Leather Pushers" principals. A battery of Sunlight arcs provided illumination for the cameramen.

It was not a publicity stunt, as the shots taken of the principals and of Broadway life are to be used in Round Three of "The Leather Pushers" series. Yet it created more excitement and occasioned more inquiries than any stunt ever put over in the New York theatre district. Theatregoers crowded around the moving picture company and lined the sidewalks as Pollard's unit moved from place to place.

Los Angeles and certain other American cities are accustomed to being filmed at all hours of the day or night, but it was a distinct novelty to Broadway to "'act in the movies" at its most crowded hour. It was only after great trouble and much persuasion that Pollard obtained permission from the Police Department to take the pictures he needed.

Record Achievement

Pollard's parade consisted of two trucks and two automobiles. Heading the procession was a big Sunlight Arc truck equipped with motor generating set and three arc lights of 100,000 candle-power.

Following the Sunlight Arc truck was an automobile containing the actors, accompanied by an automobile containing Pollard, his assistant Shaddie Graham, and George Coudert, cameraman. The procession was closed by a truck bearing transparencies announcing the championship prize-fight which forms a part of the plot in the picture.

In Round Three of "The Leather Pushers" Kid Roberts, the Millionaire Boxer, played by Reginald Denny, is staged to meet a title holder named Al Kennedy for the world's heavyweight championship. The story called for a ballyhoo parade at night on Broadway. As arranged by Pollard, Denny and Hayden Stevenson, as his fight manager, both in full dress and high hats, paraded in the theatre-hour traffic in a big limousine, accompanied by the transparency truck. Charles Ascott, the Tin-Ear Fagan of the series, also was in the limousine.

The New York Police Commissioner assigned a squad of police under the command of a sergeant to handle the affair. The parade was formed in Fifty-first street. Promptly at eight o'clock it turned into Broadway and proceeded towards Times Square slowly, every foot of the way being filmed, with a background of surging throngs and brilliant electric signs.

At Forty-third Street H. L. Messmore, the head of the Knickerbocker Photoplay Corporation, which is making "The Leather Pushers" for Universal, drove up in a machine with Miss Dorine Banks, leading woman for Denny in Round Three. She took the place of Stevenson in the automobile and the procesion then moved back up Broadway as far as Columbus Circle.

The entire stunt was worked without a hitch. Pollard gives great praise to the New York police, who regulated the movement of the unit and kept it clear of traffic jams. The police themselves expressed surprise that such a stunt could be put over at Broadway's busiest hour without seriously interfering with traffic. Except for the great crowds which lined up along the curb to watch the "shooting" and to get into the picture, there was no disturbance.

After completing the Broadway scenes, Pollard and his company went to the Hotel Navarre, where the lobby and one of the dining-rooms were used for interior scenes for Round Three. Among the "extras" used in these scenes were many guests of the hotel, who volunteered their services.

It cost H. L. Messmore several thousand dollars to film the Broadway scenes. The stunt is believed to establish a precedent in the production of two-reelers. It is rare to find such costly and troublesome sequences in short-reel subjects.

"No expense or effort is being spared to make 'The Leather Pushers' series unique in the short subject field," explained Mr. Messmore. "We hope to lead the way in the establishment of the highest possible standards for two-reelers. The twelve two-reelers in 'The Leather Pushers' series will include sets, acting and direction as good as any feature."

National Publicity

"The Leather Pushers" is expected to be the biggest booster for clean sport ever shown on the screen. Its prize ring atmosphere is carefully reproduced. Such fighters as Danny Hayes, Frankie Ryan, Sam McVey and Bob Armstrong are assisting Pollard in correctly staging the training quarter and ring-side activities. It is Pollard's policy to present "the manly art" in its true, sportsmanlike aspects.

Universal executives who have seen the first two "rounds" of "The Leather Pushers" series unite in saying it will be the most unusual series ever presented. They think so highly of it that it will be released as a Universal-Jewel-Collier's series. Witwer's famous prize ring stories, "The Leather Pushers," first appeared in Collier's. Since then they have been incorporated in a book by G. P. Putman & Sons, and also have been syndicated to newspapers. It is expected that the film series will be ready for release late in January.

HOUSE PETERS TO STAR IN "THE STORM"

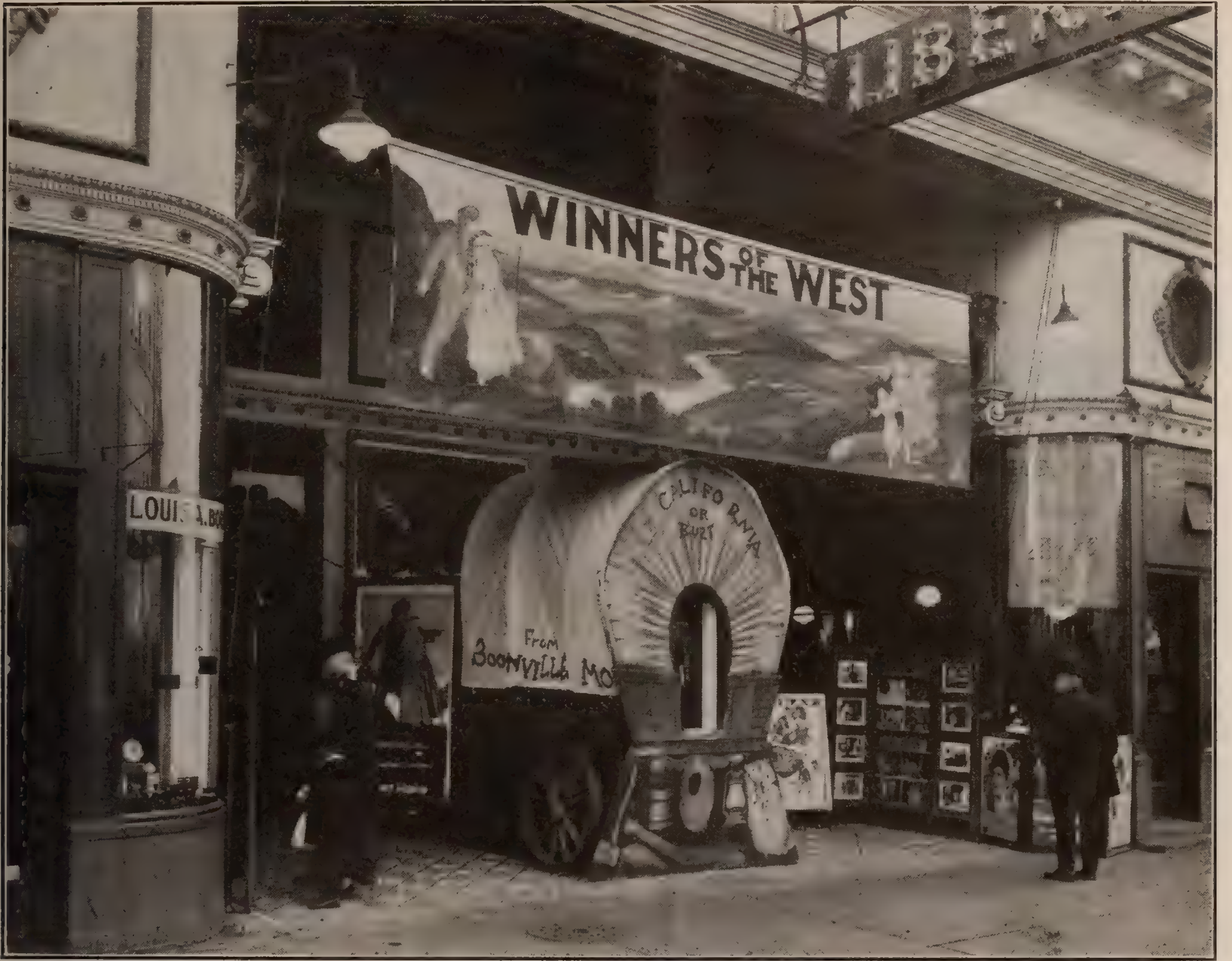
HOUSE PETERS will star in the Universal-Jewel dramatization of "The Storm," Langdon McCormick's sensational stage play.

Reginald Barker will direct the production, starting as soon as Peters finished his starring role in "Human Hearts," which King Baggot now is filming as a Universal-Jewel superfeature.

"The Storm" made New York theatrical history. It enjoyed an extended run and is considered to be a saturated solution of intense drama.

The selection of House Peters for the heroic starring role is considered by critics to be particularly fortunate. His successes in "The Great Redeemer," "The Leopard Woman" and other big productions has been out-classed by his work as "Tom Logan" in "Human Hearts," it is said. The opportunities offered him in "The Storm" are considered to be even more advantageous for a typically Peters performance.

Elaborate preparations are being made for the actual filming and a cast is being selected. The name of the leading woman has not been announced, but it is understood that she is in the "almost a star" class. J. G. Hawks is writing the continuity.



Manager Ben Harding of the Liberty Theatre, Council Bluffs, Iowa, Made Excellent Use of a Suggestion In THE MOVING PICTURE WEEKLY *When He Erected This Splendid Lobby For "Winners of the West." Record Crowds Attested to the Effectiveness of His Display As Well As the Drawing Power of the Universal "Thrills-from-History" Continued Feature.*

"Draws People Who Never Came Before"

" 'WINNERS OF THE WEST' is positively the best serial I have ever put in my house, both from an entertainment value and box-office receipts. Every boy and girl in town is talking about it. The whole serial is something novel and out of the ordinary. It draws people to my theatre who never came before on serial nights. I do not hesitate to advise any exhibitor to run this serial."

C. W. GLASS,
Star Theatre, Trenton, Tenn.

"Continued To Grow In Attendance"

"I regard 'WINNERS OF THE WEST' the best that I have ever run, and, furthermore, it does not repeat itself like the great majority of serials do. It is the only serial after running five episodes that continued to grow in attendance, and, furthermore, both young and old alike, praise it very highly. I consider this continued feature wholesome, as well as educational, and it will meet the approval of all exhibitors."

R. H. STEPHENS,
Royal Theatre, Sheridan, Ark.

A Combination that's Su

A knockout picture- --grea

Dear Folks,
This is the best picture
in which I ever appeared,
and I'm sure it will
give you one of the
most amusing hours
you ever spent in a
theatre.
Sincerely
Marie Prevost

Carl Laemmle
presents

MARIE PREVOST

In the zippy comedy-drama of a Follies beauty who breezed into an aristocratic family and started a storm that subsided in a double wedding.

"Don't Get Personal"

Directed by Clarence Badger

re-Fire at *any* Box-office!

ews ads---wonderful titles!

arl Laemmle *presents*

Marie Prevost

In the zippy comedy drama of a Follies beauty who breezed into an aristocratic family and started a storm that subsided in a double wedding

"Don't Get Personal"

Directed by Clarence Badger

A UNIVERSAL PICTURE

Carl Laemmle *presents*
MARIE PREVOST
In the zippy comedy drama of a Follies beauty who breezed into an aristocratic family and started a storm that subsided in a double wedding
"Don't get Personal"
Directed by Clarence Badger
A UNIVERSAL PICTURE

Publicity for Frank Mayo's Current Release

FRANK MAYO in ACROSS THE DEADLINE
IT'S A UNIVERSAL

FOUR CORNERS OF GLOBE REPRESENTED IN "MOVIE"

Here's a little resumé of what's happened in the careers of the prominent players in "Across the Deadline," the Universal special attraction starring Frank Mayo, which comes .... to the .... Theatre.

The star: Born in New York, educated at Peekskill Military Academy; stage career with his illustrious grandfather of the same name in "Davy Crockett," "The Woman in the Case," "The Squaw Man," three years with Arthur Boucher and Herbert Sleath in England, one year in a sketch of his own in England; screen career, two pictures with Lois Weber and then—his "big chance" at Universal, resulting in a long starring contract under which he has made some of the most successful photoplays turned out at Universal City.

Extensive Experience

Josef Swickard: Twenty-five years in vaudeville and drama in America, Europe and South Africa, and several years in stock; following this broad stage experience, five years in pictures; his last big characterization preceding the marvellous performance in "Across the Dead Line" was in the role of the French father, the dominating character part in "The Four Horsemen."

Russell Simpson: Stage career, twelve years in stock and road shows, Broadway productions with Belasco, Savage, Klaw & Erlanger; eight years in motion pictures, most of it in principal character roles of special feature photoplays, i. e., "Snowblind," "Godless Men," etc.

Molly Malone: Four years of exceptional performances in leading roles of high class cinema productions, with every large motion picture company and every famous star.

Wilfred Lucas: Stage career for several years in Canada, United States and Europe, in opera, comedy and drama, two years in "Quo Vadis"; screen career of five years in feature class pictures.

Lydia Knott: Long experience on stage in vaudeville and stock, including "Mrs. Wiggs of the Cabbage Patch," at Harlem Opera House; screen career with every large producer and big star of the industry in character roles that will be remembered long.

"Who's Who" Cast

Frank Thorwald and William Marion have both had extensive experience both on the stage and screen, and every player of minor bits in "Across the Dead Line" was selected with care.

It's a cast taken right out of the red type columns of the professional "Who's Who," incomparable in its strength.

Jack Conway, the director, has had a long career in screenland and, preceding that a stage career as an actor, director and stage manager that included several unusually successful productions.

The story was written by Clarence Budington Kelland.

INSANITY MOST DIFFICULT TO "REGISTER" ON SCREEN

Every emotion an actor shows is the result, supposedly, of some strong influence. Grief, joy, hate, anger, love—all have their causes.

Sometimes actors run across situations, though, where the cause doesn't produce the effect, and it's mighty hard to simulate it.

For example, in Universal's "Across the Deadline," the Frank Mayo starring vehicle coming to the.......... Theatre on............, Josef Swickard, famous character man, has one big situation wherein he is supposed to display a habit of going insane whenever there's a storm. The figure in the story, "Old Abel," which he impersonates, is mild and harmless most of the time, but when the wind howls and the elements let loose their unbridled fury he becomes a raving lunatic.

Difficult Emotions

Insane characterizations are hard, to start with. Harder than the average character role. And in this case Swickard was up against a thing contrary to his own predilections.

"When there's a storm, I'm filled with the calmest, strongest sort of spirit," he says, "and it's a pleasure to walk out into the storm and tramp for miles. When the wind tears off branches of trees and the thunder and rainfall are like a great nocturnal symphony of the elements, I feel the presence of something very spiritual and quiet. Nothing in the storm makes me nervous or unsettled; it makes me the opposite."

So when Old Abel was supposed to go violently mad in the midst of the mighty heavenly disturbances, Swickard admitted that it was just a little bit of a "tough proposition" to feel that way. But being a great actor, with a world of experience and success behind, he "made the grade."

MAJORITY OF CITIZENS LAW-ABIDING, HE SAYS

In what sort of settings do you like to see your favorite star?

Frank Mayo, Universal star of "Across the Dead Line," coming to the.........:Theatre on .... has his opinion of what the public likes to see him in and—it agrees with what other Universal executives think.

"I know this: the simpler the background and sets, the more appealing the story is to the public. And the majority of the public is composed of sensible, law-abiding citizens who live clean, wholesome lives, and have never been in close touch with the weird, the exotic, the fanciful things in the world. And they don't want to see those things very often in pictures. Once in a while, perhaps, for variety —but as a general rule I'm convinced that fans want stories of just such lives as they live."

That's what he'd tell you.

And so far, Mayo has been starred chiefly in such stories — pictures of natural life staged usually against the rugged background of Nature or in some of the simpler environments one finds in life.

FRANK MAYO in ACROSS THE DEADLINE
IT'S A UNIVERSAL

SERVICE THAT *IS* SERVICE

Mr. Exhibitor: Below is shown a sample made-up Ad, similar to those appearing in the Press Sheet each week. Although Universal justly prides itself on the thorough and immediate service it renders to the Exhibitor, occasionally the Press Books are delayed. To assist the Exhibitor in making up forceful advertisements, The Moving Picture Weekly will offer a specimen made-up ad. each week. The Exhibitor will find that by combining one of the Advertising Display Lines on this page with a Two-Column Scene Cut, he will have a punchful, business-building advertisement superior to the usual run of advertising material sent out by the average producer.

For Twenty-five Years Good and Evil Had Dwelled on Two Sides of a Line That Ran Through the Middle of the Primitive Town of Gilead. Primeval Passions Rule on One Side, Religious Decorum on the Other.

—:o:—

Brother Against Brother—the Town of Gilead Knew Two Masters, One Good, One Evil, and One Law, the Primal Law of the Wilderness.

—:o:—

Aaron Had Hated His Brother Enoch for Twenty-five Years. Then the Chance Came to "Get" Enoch Thru His Stalwart Son, Who Made the Mistake of Falling in Love With a Girl Who Couldn't Explain Why She Wore a Bridal Costume.

—:o:—

Though She Wore the Clothes of a New Bride, the Girl He Found Lying, Bruised and Unconscious, by Her Horse in the Forest Path, Couldn't Tell Where She Got Them. She Didn't Feel Like a Bride!

—:o:—

Across the Dead Line Spoke Enoch Kidder From His Half, the Good Half, of the Primitive Town—"Fear God and Live a Righteous Life!" Back Came the Words of His Brother Aaron, Who Ruled the Evil Half of the Community—"To Hell With Religion and You!"

—:o:—

The Giant Trees of the Northern Forest Looked Down Benignly on the Romance of the Stalwart Young Woodsman and the Little Stranger With the Torn Bridal Veil and Wistful, Questioning Eyes.

—:o:—

Half the Town Spoke the Language of God and the Other Half the Careless, Harsh Words of Lust and Greed. And Into This Place Came a Simple, Trustful Girl, Looking for Protection From a Man Who Had Placed on Her Finger a Wedding Ring and on Her Head a Bridal Veil.

He Fell in Love—With a Girl Who Wore a Torn Bridal Veil and a Ring. But She Didn't Know Where or Why She Got Them, or Whose Bride She Was.

Where She had Fallen Against Rocks and Brush, Lay a Helpless Girl, Unconscious. By Her Side Stood Her Horse. On Her Head Was a Bridal Veil, Torn and Soiled.

A VIRILE, PRIMITIVE AND RED-BLOODED HE-MAN

— is —

FRANK MAYO

FRANK MAYO in "ACROSS THE DEADLINE" - ITS A UNIVERSAL

— in —

"ACROSS THE DEAD LINE"

ENOCH KIDDER Was a Man of God, and He Ordered from His Home the Son Who Fell in Love With a Strange Little Bride He Found Lying Helpless and Lost in a Forest Path.

LYRIC THEATRE ALL THIS WEEK

The Star and Story of "Across the Dead Line"

Remember Frank Mayo's stellar work in "Dr. Jim," his last picture?

Well, they say it's outdone by his performance in "Across the Dead Line," the Universal special attraction coming to the..............................Theatre next.................................

Mayo couldn't help being a good actor, coming as he does from a family of them. Starting with his illustrious grandfather of "Davy Crockett" fame, Frank learned under the best masters of the stage before entering the field of motion pictures.

He was with the Lois Weber productions for a while and then his big chance came when he was offered a contract at Universal City.

Mayo lays a good foundation for his acting in the way he lives. He's not so much interested in the lighter hobbies, sports and such, as he is in reading and in special studies of foreign languages and philosophies. He's quite a devotee of two studies—botany and theosophy. They're certainly not considered kindred subjects, though Mayo finds a kindred truth in all forms of beauty.

Frank Mayo, Star of "Across the Dead Line"

He knows the six principal philosophies of Hinduism backwards and is pretty conversant with every other prominent branch of man's greatest study—religion.

But don't get the idea that he wholly neglects the sports and things an outdoor man is interested in. How could he and still keep that athletic grace which is a feature of his personality? He goes in for the simpler sports, however; such as hiking, riding, mountain-climbing and swimming.

He's not a raving fan for any athletic games—he says they're too mechanical and made-to-order for him to really get interested in them.

Gilead, northern lumber town, has a line through its center. On one side lives Enoch Kidder, his son John and the rest of his puritanical family. On the other are Aaron Kidder, Enoch's vengeful brother, and his followers in pleasure and lust. An old feud culminates when Aaron tries to lure John, a clean-cut youth, over into the bad side of town, to revenge himself on Enoch. A strange girl, who has lost her memory, furnishes the excuse for leading John into the dance halls and saloons. She is kidnaped and held by Aaron, and John, determined to protect her, follows. What happens afterward brings the old family feud to an end by the only method possible, the death of one of the brothers, while John completes his attempt to bring the girl's lost memory back to her.

AT A GLANCE

TITLE—"Across the Dead Line."

BRAND — Universal Special Attraction.

STAR—Frank Mayo.

PREVIOUS HITS—"The Brute Breaker," "Go Straight," "Dr. Jim" and countless other successes.

DIRECTED By—Jack Conway.

STORY BY—Clarence Budington Kelland.

SCENARIO BY—George C. Hull.

PHOTOGRAPHY BY — Leland Lancaster.

SUPPORTING CAST—Molly Malone, Joseph Swickard, the French father of "The Four Horsemen"; Russell Simpson, Wilfred Lucas and other popular players.

LOCALE — Principally Northern timber country.

TIME—Present.

LENGTH—4886.

ADVERTISING PUNCHES

1—Frank Mayo himself. How many stars have as good a hold on the American public? How many have made as many genuine box-office successes?

2—The presence in the cast of Josef Swickard, who played the dominating character role of the French father in "The Four Horsemen," a man well known for many great characterizations.

3—THE EXCEPTIONAL ARRAY OF TALENT THAT HAS LONG BEEN RECOGNIZED — Josef Swickard, Russell Simpson of "Godless Men" fame; Wilfred Lucas, Lydia Knott, Frank Thorwald, charming Molly Malone and William Marion.

4—The appeal to the popular mind of the situation wherein a family and a town are divided into two parts, hating each other. It's the bitterest family fued outdone, with not a bit of bloodshed.

5—The direction of Jack Conway, who guided the filming of "Come Through," "The Millionaire" and many other successes.

6—The simplicity of the background, wonderful for strong dramatic action, mostly composed of Nature itself, in a rugged state.

7—The fact that the story was written by a man the public instantly recognizes as the author of knockout Northland fiction — Clarence Budington Kelland.

8—The attractiveness of Molly Malone, Irish as the best of them in the Emerald Isle itself and sweeter than that. She's the lead opposite Frank Mayo.

CAST OF CHARACTERS

John Kidder	Frank Mayo
Enoch Kidder	Russell Simpson
Aaron Kidder	Wilfred Lucas
Charity Kidder	Lydia Knott
Ruth	Molly Malone
Lucas Courtney	Frank Thorwald
Old Abel	Josef Swickard
Gillis	Wm. Marion

"One of the Best of the Best in Motion Pictures"

----Says Ed. L. Ways
Schade Theatre, Sandusky, Ohio

" 'No Woman Knows' combines all the elements that have made for the success of 'Humoresque,' 'The Old Nest,' 'Over the Hill.' It is the story of your home, my home and every other home at some time or other. It brings up the lump in the throat and sends those who see it away from the theatre with higher ideals. I want to say right here that 'No Woman Knows' is one of the best of the best in motion pictures.

ED. L. WAYS,
Schade Theatre."

CARL LAEMMLE PRESENTS

MABEL JULIENNE SCOTT

WITH STUART HOLMES
IN

"NO WOMAN KNOWS"

THE AMAZING STORY OF
"FANNY HERSELF"
BY EDNA FERBER

SUPERBLY DIRECTED BY
TOD BROWNING

UNIVERSAL
JEWEL

NOTIZZ !
Look out for the guy who
tries to APE my tricks —
Get the ONE and ONLY
JOE MARTIN
the Original — None Zuch !!!
See me in my Latest picture
"A MONKEY SCHOOLMASTER"

A Monkey Hero
A Monkey Movie Star
A Monkey Bell Hop

UNIVERSAL JEWEL COMEDIES DE LUXE

Start Crusoe Serial

Jack O'Brien to Star in Universal's Third Thrills-from-History Chapter-play

WITH the continuities, sets and production held up merely for the selection of a star, word has just come from Universal City that production on "The Adventures of Robinson Crusoe" has been started. This is the third of its new educational-historical series. The first one, "Winners of the West," is just finishing its epoch-making course of eighteen episodes. No serial in the history of the Universal has made such a startling record as "Winners of the West." Its promise of a new and nobler era in the motion picture serial field is being carried on by the second of the series, "With Stanley In Africa," the first episode of which will be released on January 23d.

It had been the intention when Eddie Polo was still with the Universal to star him in "The Adventures of Robinson Crusoe," and all preparations were made to start the serial by the 15th of December. However, events so shaped themselves as to make it necessary to begin production on the fourth of the series, "In the Days of Buffalo Bill," starring Art Acord, first. In the meantime, Universal considered a number of available stars suitable to play the part of Robinson Crusoe. Considerable time was spent before a decision was made.

This problem was solved by Mr. Julius Stern, the newly elected second vice-president of Universal. One of the objects of his recent trip to 1600 Broadway was the selection of a serial star for "The Adventures of Robinson Crusoe." This search culminated in the engagement of Jack O'Brien, who has all of the physical characteristics required and who has had enough experience in the serial "Bride 13" to weather the arduous role mapped out for him. O'Brien has just arrived at the Coast, but a week prior to his arrival production was started upon "The Adventures of Robinson Crusoe" as rapidly as possible.

LAEMMLE HONORED

In recognition of Carl Laemmle's contribution to education by the filming of historical screen narratives, the Union Pacific has placed at the disposal of the Universal executive, all of its historical equipment and its Western trackage for the filming of the forthcoming Universal serial, "In the Days of Buffalo Bill."

The unprecedented offer of cooperation came to Mr. Laemmle from W. S. Basinger, passenger traffic manager of the Union Pacific, who conducted preliminary negotiations with Irving G. Thalberg, director-general of Universal City. Work has started on bringing to the Coast old engines, coaches and flat cars of the period. Most of the equipment will come from the Union Pacific's own historical museum.

Unique "Fox" Lobby

Western Atmosphere Helps Put Over Carey-Jewel at Central Theatre, New York

ANDREW J. COBE, managing director of the Central Theatre, Broadway and Forty-seventh Street, New York City, recently proved that Broadway picture patrons get as much thrill out of ballyhoos and unique lobby displays as the pedestrians on Main Street, Muskegon, or other popular thoroughfares.

Cobe arranged a lobby display and a prologue for "The Fox," Harry Carey's first Universal-Jewel picture, that made Broadway sit up and take notice. The Western atmosphere of the picture was thoroughly created in the lobby settings and in the prologue.

By means of painted flats covering the entire wall space of the lobby, the interior of a rough Western log house was duplicated. Hung on the walls were various animal skins, cowboy hats, guns and other weapons, and many Indian curios. Arranged in the corners of the lobby were Western saddles, rifles, and a couple of Colt automatic machine guns.

In the front of the lobby, the painted flats showed charging cavalrymen dashing down the slopes of the Mojave Desert cliffs, similar to the cavalry charging which forms one of the thrills of the picture.

The box-office was masked to represent a small log structure, and prominent in the lobby decoration were cut-out heads of foxes.

The prologue was an artistic success. The setting represented a cleft in the rocks of the great Painted Rock district of the Mojave Desert. The vari-colored rocks were reproduced with beauty and fidelity nad the lighting effects were carefully calculated to enhance the setting.

In the foreground was a Western campfire, around which cowboys were grouped. Two women costumed as cowgirls completed the stage picture.

The lobby and the prologue had considerable to do with the success of the picture, Cobe asserted.

BIG RELEASES COMING

Universal has a remarkable assortment of big pictures now going through the film editorial department. As often happens a number of producing units finish at about the same time. Among the pictures soon to be released and now in the process of cutting are "The Scrapper," with Herbert Rawlinson in the starring role; "Wild Honey," the very elaborate production starring Priscilla Dean; "Slipper Tongue," starring Frank Mayo; "Headin' West," with Hoot Gibson as the star; "Man to Man," starring Harry Carey.

Joel Day as Abe Lincoln in "Buffalo Bill" Serial

Joel Day, who is playing the role of Abraham Lincoln in "In the Days of Buffalo Bill" for Universal, is doing a piece of work which will go down in cinema history as one of the cleverest bits of work of the day. Besides the marked resemblance which the actor bears to the famous character, Day keeps his character at all times. His posture, expression, and movements are all that could be desired.

In answering Mr. Laemmle's proposal, as outlined on pages 2 and 3, please address all communications to Carl Laemmle, Esq., UNIVERSAL FILM MFG. CO., 1600 Broadway, New York City.

"With each chapter business increases seventy-five per cent"

says J. B. Olinger
American Theatre
Milwaukee

"It's the greatest continued play ever made. With each chapter business increases 75 per cent. Last Sunday, third chapter drew biggest business on Sunday we have had in almost a year. Never in my life have I received so many comments of approval from patrons. It's a production every exhibitor should book if he wants to increase his business."

Carl Laemmle presents
Universal's red-blooded American History Chapter-play

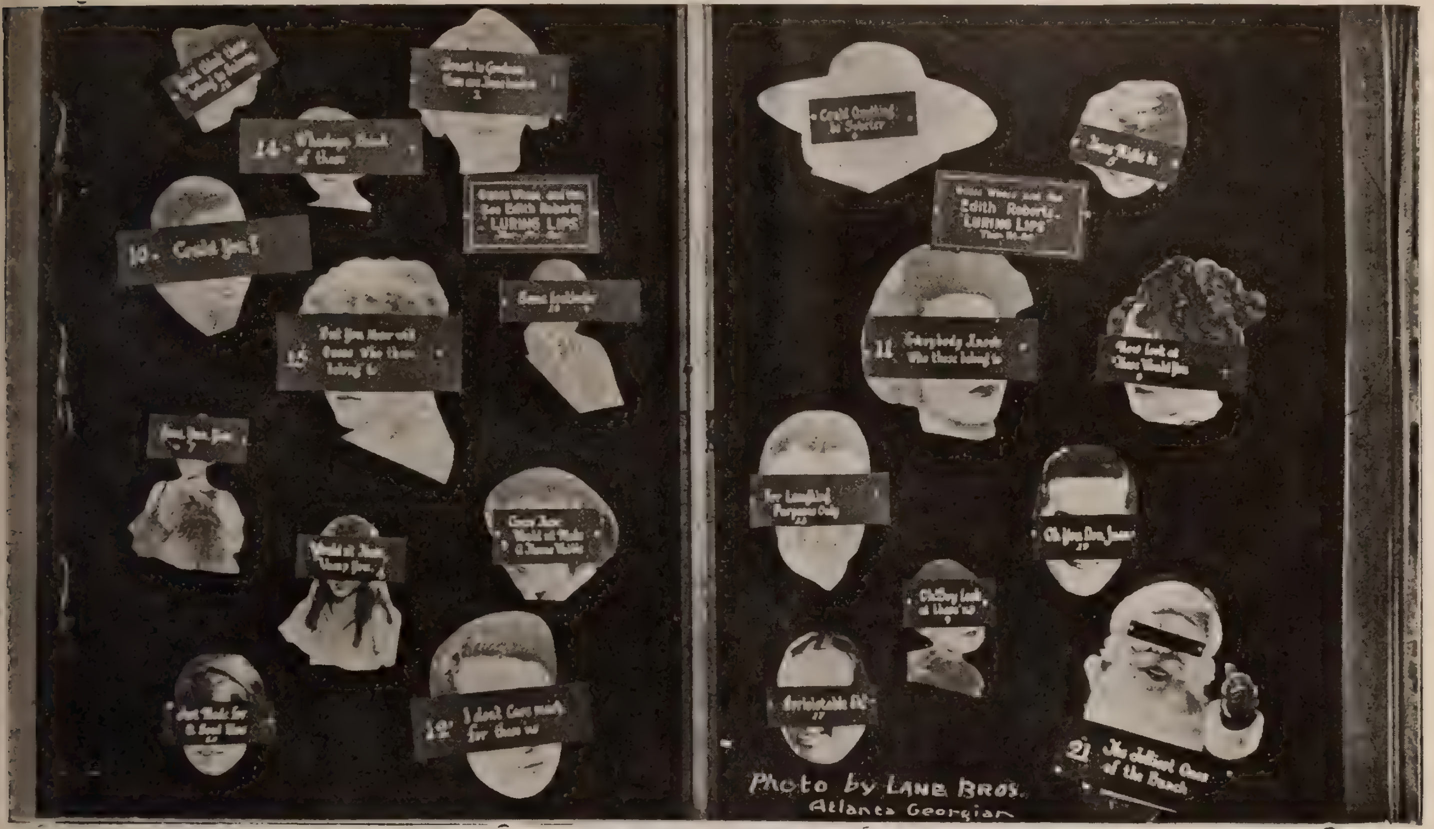
"WINNERS of the WEST"

By Edward Laemmle

Major General
John C. Fremont

Art
Acord

Novel Contest Puts Over Universal Feature



Loew's Grand Theatre, Atlanta, Ga., Developed a New Angle of the Contest Idea in Putting Across "Luring Lips," a Recent Universal Special Attraction. Increased Attendance Proved the Effectiveness of the Exploitation.

Universal City "Shake-up" Denied By Julius Stern, Film Executive

Vice President Scouts Rumor of "Upheaval" at Coast Studio---Kindliest Feeling Exists, He Declares

PUBLISHED reports of a "shakeup" at Universal City amused Julius Stern, vice-president of the company, and brought forth a denial from that executive.

The story to which Carl Laemmle's lieutenant objected went on at great length to say that Harry Carey, Eddie Polo and Eileen Sedgwick had left Universal City on the crest of an "upheaval."

The stars have left, but without the "upheaval." In commenting upon the story Mr. Stern said:

"Mr. Carey was released from his contract and will probably give wide exploitation to 'Man to Man,' his forthcoming Universal-Jewel super-feature, through a personal-appearance tour.

"Eddie Polo has gone to Europe to regain his pep. When he returns he may perhaps be offered another contract.

"Miss Sedgwick had come to the expiration of her contract and she was free to leave.

"All three of the players left Universal with the realization that their affiliation with the company had established them in the minds of playgoers and exhibitors as worthy exponents of the dramatic art and toward them the Universal organization has the kindliest feeling."

"Cuddle up to Universal—you'll be needing us"
52 Universal Special Attractions next year.

Tod Browning to Direct Crook Picture Written by "Lifer" in Arizona Prison

TOD Browning, whose "Outside the Law," with Priscilla Dean, has been heralded as the greatest crook film ever screened, has been selected by Universal to put into film the most startling under-world story penned since O. Henry.

It is "Peter-man," written by Louis Victor Eytinge, a life-termer in the Arizon state penitentiary, who was sent up twelve years ago on a murder charge. He knows every kind of a crook and understands the motives that actuate their actions. In "Peter-man" he has written the epic of crookdom, delineating the underworld with a true pen, neither sympathetically nor relentlessly.

Universal reports that some agitation has come forward against the idea of picturizing the writings of a convict. This agitation is said to have been inspired by the same persons who are loudest in their cries of restrictive legislation to gag the screen.

Universal's answer to this agitation is the fact that Eytinge, being a convict himself, and having a large acquaintance among crooks, is better qualified to write crook stories than most other writers. It is pointed out that O. Henry learned his underworld lessons among the denizens of that world, and even in prison.

"Peter-man" will be a starring vehicle for Herbert Rawlinson, one of Universal's most popular stars. He will be supported by such players as George Webb and William Courtwright. A leading woman has not yet been selected. The scenario has just been finished by Harvey Gates of the Universal continuity staff.

Browning announces that he will make "Peterman" a picture of deep significance and stirring action. There will be no maudlin sentiment in it and its characters will be delineated as human beings, motivated by their own virtues and vices, and involved in actual situations of dramatic vigor.

It is expected that "Peter-man" will be ready for release some time in February. One of the first showings is expected to take place in the Arizona State Penitentiary, where Eytinge will be permitted to see his novel translated to the screen, so that thousands of young men throughout the country may profit from his experiences and teachings.

HOW B. S. MOSS PLAYED UP "THE FOX"

B. S. Moss' Regent Theatre, N. Y. C., Used a Twenty-four Sheet Over Their Marquise With Good Effect In Advertising Carey's Universal-Jewel.

TAD CARTOON COMEDY ENDING TO NEWS REEL PRAISED BY EXHIBITORS

THE inclusion of a Tad or a Tom Powers cartoon at the end of each issue of the International News Reel has aroused great enthusiasm among exhibitors and has been the means of adding many theatres to the list of International News patrons, announces R. V. Anderson, News Sales manager of International. One exhibitor sent word to Universal, which distributes the International News Reel, that the cartoon has added fifty per cent to the entertainment value of the reel.

This exhibitor was Nat Holt, manager of Loew's State Theatre, Los Angeles.

"Any theatre that wishes to have a short cartoon included in their show will have to go out and buy a cartoon comedy providing they are not running International," he explained, writing of the strong appeal of the short cartoon.

Al P. Lyons, manager of the People Theatre, Chicago, also was among those who wrote pointedly in praise of the news reel cartoon.

"I want to compliment you on the idea of running Tad's cartoons as well as Tom Powers' cartoon, with your International News reel.

"It is so well thought of by my patrons that I have been informed in many instances that it really replaces the comedy and that they would not miss seeing it twice a week when I run it.

"The idea has aroused my enthusiasm to write you this as I know my brother exhibitors will take advantage of the opportunity by using and advertising same as we are at this theatre."

Edwin T. Emery, manager of the Sheridan Theatre, New York City, also is an International News booster. In adding it to his programme recently he wrote the following appreciation:

"It may please you to know that we are resuming our service of the International News, which through a force of circumstances was recently interrupted. The International News has given us most complete satisfaction in its subject matter and in the matter of your delivery of the same to us, and I would be very glad to corroborate this statement verbally to any one who might be interested. In fact, I know of no issue of news in film form that is in any way superior to your product."

Clean, wholesome, invigorating action, that's the keynote of this production—action that sets the red corpuscles dancing in the veins of your youngsters and brings them back to your theatre in ever-increasing numbers. SIGN YOUR CONTRACT TO-DAY!

EDDIE
POLO
IN
The Secret 4
The Biggest Thrill of Your Life!
Universal
Cyclonic Adventure
Chapter-Play
Directed by AL. RUSSELL and PERRY VEKROFF

And don't overlook your three Big Boosters—the balloon, the button and the bicycle. As sure-fire business-getters they have never been equalled. All the other exploitation aids are of the same high quality. The above illustration is an example of the excellent newspaper cuts that have been prepared for you.

EXHIBITORS' OWN PAGE

Aint It the Truth?

(Courtesy Exhibitors' Herald)

"High Heels," with Gladys Walton.—Great programme picture. When you play it, brothers, don't be afraid to tell them it's great—H. W. Russell, Family Theatre, Albion, N. Y.—Neighborhood patronage.

—:o:—

"The Man Tamer," with Gladys Walton.—This is a great picture. Pleased 100 per cent. Star well liked here.—Agnes P. Calvert, Movie Theatre, Tacoma, Wash—Neighborhood patronage.

—:o:—

"Red Courage," with Hoot Gibson.—Hoot Gibson has made a lot of friends here by his pre-war W. S. Hart methods, and this picture gives him another. It is a daisy any way you look at it. There is plot and action, suspense and thrills, and the West in the making.—S. V Wallace, Idle Hour Theatre, Cambridge Springs, Pa.—Transient patronage.

—:o:—

"The Mad Marriage," with Carmel Myers.—Better than many so-called specials.—D. McLean, McLean Theatre, Wallowa, Ore.—Neighborhood patronage

—:o:—

"Cheated Love," with Carmel Myers.—A very good picture. Especially suitable and will go extra good in a Jewish community. Compares favorably with "Humoresque."—Adolph Kohn, Pastime Theatre, Granville, N. Y.—Small town patronage.

—:o:—

"The Big Adventure," with Breezy Eason.—A corker of a picture The dog and boy were fine. Gets the kids.—R. Ross Riley, Wigwam Theatre, Oberline, Kan.

—:o:—

"Reputation," with Priscilla Dean.—By far the best thing that Miss Dean has made yet. The picture is there and so is the star, and she is well supported. As one patron expressed it, "She's some actor"—W. C. Allen, Casino Theatre, Antwerp, N. Y.—General patronage.

—:o:—

"Outside the Law," with Priscilla Dean. Finished three day run to capacity business. First picture that ever held up for three consecutive days. Talk of the town and for miles around as reported by railroad men who run between Boone and Clinton. Hundreds turned away first two days of run. Give us more like it.—Brown & Anderson, Princess Theatre, Boone, Ia.—Transient patronage.

YOU'LL SAY IT YOURSELF

"Hundreds Turned Away."

TELEGRAM

GUELPH, ONTARIO.

UNIVERSAL FILM CO.

"CONFLICT" PACKED THEM IN AT BOTH SHOWS AFTERNOON AND EVENING. STOPPED SELLING TICKETS AT 7.45. HUNDREDS TURNED AWAY AT BOTH PERFORMANCES. PICTURE WENT OVER BIG. EVERYBODY MORE THAN PLEASED. GIVE US MORE OF THE SAME KIND. HAD FOR OPPOSITION MARY PICKFORD IN ONE HOUSE AND "'WAY DOWN EAST" IN THE OTHER.

NEW CASTLE THEATRE,
McMULLEN & SIMPSON, MGRS.

"Crowds Blocked Sidewalks All Day."

TELEGRAM

MILWAUKEE, WIS.

UNIVERSAL FILM EXCHANGE, INC.,
1600 BROADWAY, NEW YORK, N. Y.

HATS OFF TO UNIVERSAL FOR EXCELLENT PICTURE. "FOX" OPENED RIALTO TODAY WEEK'S RUN PLAYING CAPACITY FROM NINE MORNING UNTIL MIDNIGHT. WAITING CROWDS BLOCKING SIDEWALK ALL DAY LONG WITHOUT LET-UP, BRAVING COLDEST DAY OF SEASON. PATRONS DECLARE OUR RUN "FOX" REAL CHRISTMAS GIFT TO THEATRE-GOERS.

SAXE'S RIALTO THEATRE,
HARRY PERLEWITZ, MGR.

"Audience Broke Out Into One Gigantic Yell."

THE EMERSON THEATRE
BRUSH, COLORADO

Universal Film Exchanges, Inc.

GENTLEMEN:

We think it no more than right to tell you that "The Fox" was a great success, and our patrons very much pleased.

The plot of this picture is one of the best worked out of any we remember seeing for a long time, and the interest is held tense from the time Harry Carey first makes his appearance to the end.

The detail of every scene is splendid, and the climax when the U. S. Cavalry makes its advance is wonderful. Our audience simply broke out in one gigantic yell that nearly raised the roof.

We had many favorable comments from some of the regular patrons, and we know that such pictures cannot fail to put any exhibitor in good standing as giving the people real pictures.

We will be ready for the next Carey picture.

With best wishes, we are,

Very truly yours,
The Emerson Theatre,
M. P. Sahlin, Mgr.

What the Theatre Owners Are Doing

EXHIBITORS: Please let us know what you are doing—we are interested, and our readers are interested, in hearing about any innovations, improvements or renovations you make in your house. If you "pull" any original exploitation stunts, devise any striking lobbies, or originate an effective ballyhoo, SEND IN PHOTOS OF THEM! You will be given full credit and your ideas may help some other exhibitor, and his will help you. Address all communications to THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

CHRISTMAS week was Universal week at the Nemo Theatre, Johnstown, Pa. Several weeks ago Leo Barclay, manager of this popular house, and A. J. Burgun, local salesman, to whom we are indebted for all the items of the Pittsburg territory, got their heads together, with the result above stated. The first three days "The Fox" was shown and the last half Priscilla Dean's latest film, "Conflict," occupied the silver sheet. Barclay states that Christmas week was one of the best weeks in the year for them.

* * *

Mr. J. A. Shemmel of the Pastime Theatre, Ramey, Pa., was very well pleased when Clay Berger, the representative in his territory, called last week; the reason for all the gladness was that Mr. Shemmel had paid a visit to the Universal office the week before, and was tickled at the courtesy shown him by Manager Cherry, Assistant Manager Dickinson, and Short Products Manager Schnitzer. Mr. Shemmel also asserted that Universal service is the only one he makes money on.

* * *

Page Sherlock Holmes! Mr. Shoff of the Wonderland Theatre, Madera, Pa., is without his glasses; they have been lost, strayed or stolen. He says that he always likes to have them handy when the Universal salesman calls, but the mysterious disappearance of said glasses did not stop him from buying Universal stuff, no sir-ee, the salesman just led his hand to the dotted line, and took the said salesman's word for the prices thereon. That's what we call confidence.

* * *

Frank Ferri, of the Victor Theatre, Rossiter, Pa., is becoming quite an artist, not only in the art of drawing checks, but also the likeness of Eddie Polo. Yes, indeed, Frank has become quite adept with the brush, and during his spare time makes his own one-sheets on the famous serial star's latest chapter play, "The Secret Four."

* * *

Jake Silverman, proprietor of the beautiful Strand Theatre, Altoona, Pa., claims to have the most unique fan yet known. This person happens to be a retired Pennsylvania Railroad conductor who has become totally blind, and when he heard that "Winners of the West," Universal's historical chapter play, was being shown at the Strand Theatre, he requested his daughter to take him there. The young ladys sits beside her father every Thursday afternoon and explains the scenes and sub-titles and in this way Jake says the old gentleman claims he enjoys the pictures just as well as if he had the best of eyesight.

* * *

Mr. Blatt, of the Colonial Theatre, Sharpsville, Pa., made one of his half-yearly trips to the Universal office last week, and it surely is a pleasure to meet an exhibitor such as Mr. Blatt. Incidently he signed up for all the Jewel releases, and stated that he always anticipates good business when booking Universal super-productions.

* * *

The Levine Brothers opened their new Coliseum Theatre, Bay Ridge, N. Y., on December 25th. Sol Edwards has been successful in booking several Universal features in the new cinema temple. The new theatre will be a beauty with all modern comforts.

* * *

Charles Goldreyer will open his new Kingsbridge Theatre on Kingsbridge Road, New York City, about the middle of January. The new theatre is equipped with all modern accessories and no expense has been spared in making this theatre one of the most attractive in New York City. It will seat 1,600 on the main floor. A large orchestra will be used to render special music for all pictures playing at that theatre. Goldreyer has booked the entire Universal output for 1922, including Jewels, specials, comedies and International News Weeklies.

* * *

The Strand Theatre in Newark, N. J., held a double Universal feature week from December 19th to 25th. Frank Mayo and Marie Prevost in two new features held the honor positions at that theatre.

* * *

J. Fleischman has booked Lee Moran in "The Straphanger" for a run at the Sheridan Square Theatre in Greenwich Village, New York City. Fleischman has also signed for the International News Weekly for 52 weeks at the same theatre.

WHO IS THIS MYSTERIOUS EXHIBITOR?

Do You Know This Man? He Sent in a Photograph of this Clever Exploitation Stunt for "Winners of the West," But Modestly Forgot to Put His Name and That of His Theatre on It. Can You Tell Us Who He Is?

WE TOLD YOU SO!

(*Courtesy Exhibitor's Herald.*)

"'Tiger True," with Frank Mayo.—Good picture. Lots of action. Everyone pleased. Book it. You won't go wrong. Will recommend it to an exhibitor who likes action.—Grill & Berger, Opera House, Herndon, Kan.—Neighborhood patronage.

* * *

"Do or Die" (Universal), with Eddie Polo.—Second episode, "Hornet's Nest," going fine. A crackerjack for action, thrills and stunts. Opened this one with a free show and packed them in like sardines. Am waiting to see if the free stunt did any good. Watch for future reports.—A. H. Thost, Gem Theatre, Fredericktown, Mo.

* * *

"The Virgin of Stamboul," with Priscilla Dean.—For those who like Oriental stuff this was a knockout. A whirlwind of action.—J. H. Talbert, Legion Theatre, Norwich, Kan.—Small town patronage.

* * *

"Society Secrets," with Eva Novak. — Exceptionally good programme picture. More compliments on this one than any picture I have shown. Drew fine. Railroad patronage.—D. M. Rector, Rector's Theatre, Delsonson, N. Y. — Neighborhood patronage.

* * *

"The Heart of Humanity," with Dorothy Phillips.—Made me a lot of money. It had not been played here. I think it a picture that should be played everywhere. Book it, advertise it, and get them in and please them. It needs the music to put it over right.—W. F. Haycock, Star Theatre, Callaway, Mo.—Neighborhood patronage.

* * *

"Moonlight Follies," with Marie Prevost.—A good, pleasing picture, as are nearly all Universals.—G. W. Yeaton, Ioka Theatre, Exeter, N. H.—Neighborhood patronage.

* * *

"The Shark Master," with Frank Mayo.—Very good, but not the best Mayo has ever made. But you need not be ashamed of this one.—Spalding Bros., Gem Theatre, Taylorville, Ill.—Neighborhood patronage.

"Hoot Gibson's Westerns" (Universal, with Hoot Gibson).—We run a Hoot every week with "The White Horseman," Universal serial, and everyone enjoys himself when they have a chance to see Hoot. Toot, root for Hoot.—G D. Hughes, Liberty Theatre, Heavener, Okla.—Small town patronage.

* * *

"Blind Husbands," an Eric Von Stroheim production.—Has every right to be classed as a big picture and money-maker. Made of suspense and breathless interest. Comes near being a chapter from life in its reality.—S V. Wallace, Idle Hour theatre, Cambridge Springs, Pa.—Transient patronage.

"Pink Tights," with Gladys Walton.—First Walton picture we have shown and find it 100 per cent. Hope those following are equally as good.—J. J. Kudlacek, Swan Theatre, Swanton, Neb.—Neighborhood patronage.

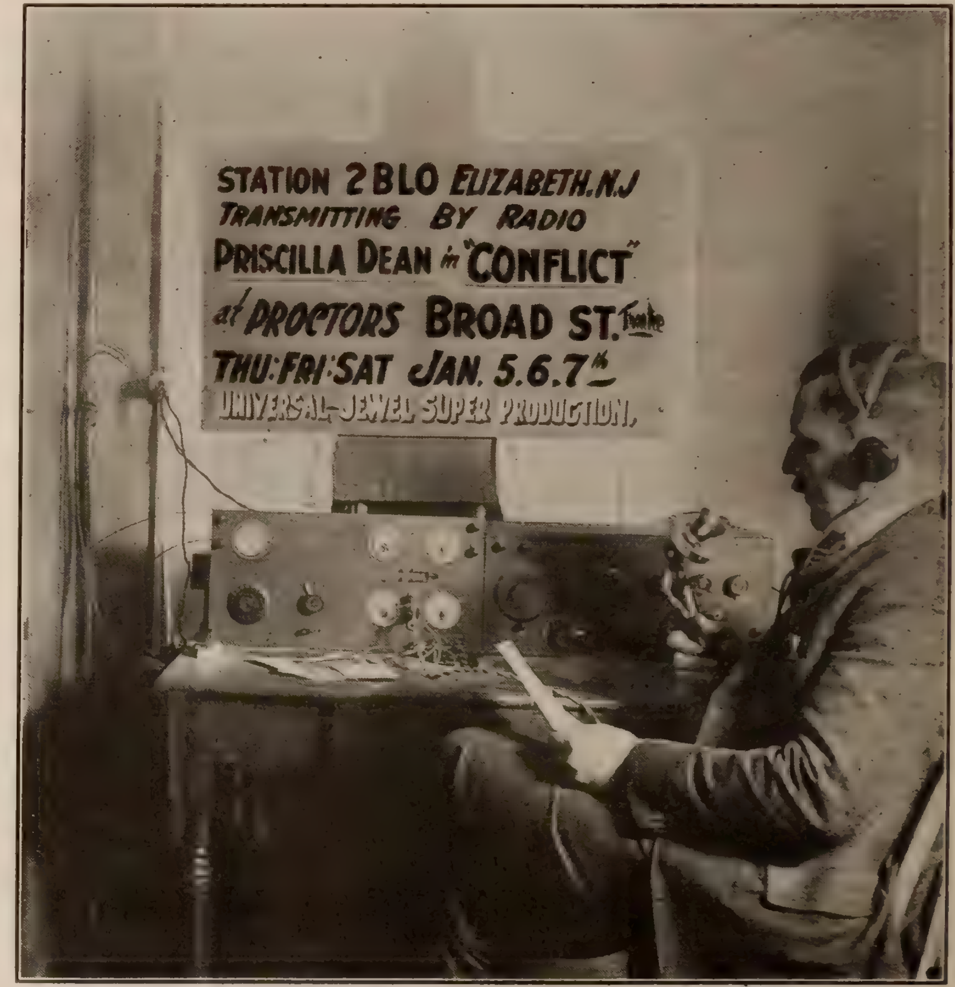
* * *

"The Freeze Out," with Harry Carey.—A dandy Western and the star is popular. Drew good house.—Walter Hill, Empire Theatre, Marlboro, N. Y.—Neighborhood patronage.

* * *

"Wolves of the North," with Eva Novak.—Best Northern picture I ever ran. Snow scenery is wonderful.—C. H Smith, Electric theatre, Morning Sun. Ia.—Small town patronage.

THE BEST EXPLOITATION STUNT OF 1921


STATION 2BLO ELIZABETH.N.J
TRANSMITTING BY RADIO
PRISCILLA DEAN in "CONFLICT"
at PROCTORS BROAD ST. Theatre
THU: FRI: SAT JAN. 5.6.7th
UNIVERSAL-JEWEL SUPER PRODUCTION.

Harry Davidson Sending Radio Messages Advertising Priscilla Dean's Universal-Jewel, "Conflict," at the Broad Street Theatre, Newark, N. J. This Sensational Feat Was Explained in Detail in THE MOVING PICTURE WEEKLY, *Issue of January* 7.

CURRENT RELEASES

Special Attractions

Starring

HERBERT RAWLINSON

"The Millionaire"
"Cheated Hearts"

◆

Starring

FRANK MAYO

"Dr. Jim"
"Across the Dead Line"

◆

Starring

HOOT GIBSON

"Red Courage"
"Sure Fire"
"The Fire Eater"

◆

Starring

GLADYS WALTON

"High Heels"
"Playing With Fire"

◆

Starring

MARIE PREVOST

"Nobody's Fool"
"A Parisian Scandal"

◆

Starring

MISS duPONT

"The Rage of Paris"
"False Kisses"
"Shattered Dreams"

JEWELS

◆

PRISCILLA DEAN

"Conflict"

◆

"No Woman Knows"
(With Mabel Julienne Scott)

◆

"P. D. Q." (Two Reels)

◆

HARRY CAREY

"The Fox"

◆

JOE MARTIN

(Two Reels)
"A Monkey Schoolmaster"

Two Reel Western Dramas

EILEEN SEDGWICK

"The Dream Girl"
"A Battle of Wits"

◆

JACK PERRIN

"A Bluejacket's Honor"
"The Phantom Terror"

◆

SPECIAL CAST

"The Deputy's Double Cross"
"Captain Kidd's Finish"
"The Night Attack"

◆

ART ACORD

"Fair Fighting"

◆

"Cyclone Smith" Series

EDDIE POLO

"A Battle Against Odds"
"Square-Deal Cyclone"
"The Yellow Streak"
"The Heritage of Hate"
"Cyclone Smith's Vow"
"A Ride For a Rancho"

◆

"Ned of the News" Series
"The Room of Death"

Serials

Starring

GEORGE WALSH

"With Stanley In Africa"

◆

Starring

EDDIE POLO

"King of the Circus"
"Do or Die"
"The Secret Four"

◆

Starring

EILEEN SEDGWICK

"Terror Trail"

◆

Starring

ART ACORD

"The White Horseman"
"Winners of the West"

◆

Two Reel Century Comedies

"Playing Possum"
"Get Rich Quick Peggy"
"A Family Affair"
"Chums"
"The Dumb-bell"
"Shipwrecked Among Animals"
"The Straphanger"
(With Lee Moran)

◆

One Reel Star Comedies

"Line's Busy"
"Ice Box Pirates"
"Heart Breakers"
"Show Me Your Samples"
"Oh, Nursie!"
"Fur Coats and Pants"
"Westward Whoa!"
"Almost A Rancher"
"Penny Ante"

INTERNATIONAL NEWS TWICE - A WEEK

"Reserve at least one day a week for Universal pictures"

52 Universal Special Attractions next year.

CARAVAN ATTACKED BY SAVAGE BLACKS

"With Stanley In Africa"

Episode Four

"Find Livingstone!"

NADIA and Cameron are captured by the savages. Stanley, with the aid of a burning glass, works magic, to the terror of the Medicine Man of the savage tribe, and so saves the lives of Nadia and Cameron, who join the caravan.

Cameron tells Stanley that he wishes to locate the white tribe with their secret of intensive cultivation. His other mission is to find and study the octopus plant. Cameron has still another and secret mission, namely, to find his father, lost years before in an African expedition.

Far in the interior at Nyangeri Dr. David Livingstone, sick in body, with further progress barred by Arab slavers who refuse him supplies, and even his own carriers plotting his destruction should he attempt to push farther, feels that his difficulties are insurmountable.

Stanley pushes ever farther from civilization in his search for Dr. Livingstone. The caravan is again attacked by a horde of savages, who surround them. A flaming spear thrown by a savage sets afire the hut which is being defended by Stanley and his aids. In this hut the ammunition of the expedition is stored. At any moment an explosition may occur, and then it is discovered that Nadia has disappeared.

GIRL LOST IN JUNGLE FACES DOUBLE PERIL

"With Stanley In Africa"

Episode Five

"Lost In the Jungle"

AFTER a terrible combat the savages are repulsed and Cameron stays behind the expedition to search for Nadia.

At a village adjacent to the scene of the recent attack on the Stanley expedition, Reynard Lake discovers through a spy that Stanley has resumed his march and that Cameron has remained behind to search for Nadia. As Cameron searches for the girl he is intercepted by Lake and his men, who make him a prisoner and try to force information from Cameron regarding his mission.

In the meantime Nadia, who is watching the scene from her hiding-place in the jungle, hears a sound, turns and sees a man-eating tiger approaching. The savages, led by Lake, hear the noise of the tiger moving off into the jungle and follow. Nadia is thus left facing two hazards.

ESCAPES QUICKSANDS TO FACE WORSE FATE

"THE SECRET FOUR"

Episode Six

"The Shifting Shadow"

JIM swims off under water, while Nadine is rescued by Walgrove and Reynolds, who take her to the mainland in a boat. Jim follows and is captured. Hearing Jim tell where the envelope was hidden, the Mystery Man places a similar envelope in Nadine's keeping, in case her enemies think Jim is lying and that she has it. They find the envelope and are opening it when Jim is released by his unknown benefactor.

Jim releases Nadine and they escape. Nadine is separated from Jim and becomes entrapped in a quicksand. A huge rock crashes down towards the fighting men as Nadine slowly sinks in the sands but manages to extricate herself only to get caught in a bear trap. Throwing off his opponents, Jim rushes to Nadine and tries to save her. A tree crashes down on the panic-stricken pair.

COUPLE RECONCILED BY DOUBLE "SUICIDE"

"Penny Ante"

One-Reel Star Comedy

ABSENT-MINDED Harry is continually mislaying his belongings, but always manages to improvise a substitute at a moment's notice. Their neighbors, the Greens, accompanied by a flirtatious Mrs. Brown, arrive to play cards with Harry and his wife. The sudden indisposition of their colored cook proves highly embarrassing, particularly when she packs up and walks out on them just prior to their guests' arrival.

After a spirited session of the "national game," the vamp wins all the money and causes a quarrel between Harry and his wife. Each leaves in a huff and are only reconciled after an amusing experience wherein each thinks the other has committed suicide.

CANNIBAL ISLE HAS MONKEY SOVEREIGN

"A Monkey School Master"

Two-reel Universal-Jewel Comedy

Starring JOE MARTIN

JOE is the teacher in a country school. He puts the scholars through their daily routine for the benefit of the visiting board of trustees. Singing, recitations and various lessons are gone through with varying interruptions by the practical jokers among the pupils. To relieve the tedium of their studies, Joe tells his pupils a story of a distant cannibal isle where he reigned as king.

His subjects had captured a traveler and were about to stew him for dinner; but, listening to his pleadings, they released him. He later returned, however, and setting a bomb under the throne, blew King Joe up among the angels.

After the story is told, the scholars are given a recess. The next hour is taken up by the scholars having an orchestra rehearsal. Joe plays the drum and leads the band.

A "hookey" player is caught by a terrific wind storm near the zoo. The storm eventually reaches the school and blows one of the freed lions through the class-room window. After a terific fight, in which he vanquishes the lion, Joe wakes up to find it is all a dream.

WOODROW WILSON POSES FOR FILMS

International News No. 104

Washington, D. C. — Ex-President Wilson poses for films on his 65th birthday.

Los Angeles, Cal.—Record-breaking rains flood Sunshine Land.

Chicago, Ill.—Idle stage folks give joy to children.

Washington, D. C.—Vice-President dines Senate boy pages.

Rome, Italy—Rome, crowded, clears path through dead city.

Eureka, Cal.—Ocean pounds great battleship to pieces.

Yokohoma, Japan. — Busy times again for silk maids of Japan.

Lyons, France.—A sea-going automobile.

Indiana Township, Ind.—Circle of death traps Bre'r Fox.

Tad Cartoon.

International News No. 1

Mineola, L. I. — American plane breaks world's endurance record.

In the Adirondacks, N. Y.—Society takes up dog-sled touring.

Eureka, Cal.—Ocean pounds great battleship to pieces.

Hammondton, Cal.—Biggest gold dredger finds buried treasure.

Lyons, France.—A sea-going automobile.

Indo-China.—Indo-China's emperor seeks Western ideas.

Philadelphia, Pa. — Gay Mummers' Parade.

Terre Haute, Ind.—Welcome Debs home.

Newburgh, N. Y.—Whirlwind skaters in championship race.

Cartoon. — Powers' "Joys and Glooms."

Moving Picture WEEKLY

JANUARY 21, 1922
VOL. 14 NO. 23

Reginald Denny in "The Leather Pushers"

H. C. Witwer's great series of stories of society and pugilism, "The Leather Pushers," published in Collier's, novelized by Putnam's, picturized by Universal, enjoyed by all

Carl Laemmle *presents*

HERBERT RAWLINSON

In corduroys, he was a fighting cyclone—
In dress clothes, he was a glorious lover—
But the day he mixed business and pleasure he started on the busiest hour you ever saw in pictures.

Story by
R. G. Kirk

Directed by
Hobart Henley

See

"The Scrapper"

A UNIVERSAL PICTURE

THIS valuable space is given up every week to show you in advance how the ads will look when you use them in your newspapers.

The above is an excellent example of the new process whereby photographs will print clearly in any paper on any kind of stock.

Make use of the wonderful helping service Universal offers you with every picture. Your Press Sheets contain reproductions of the complete sets of news ads in addition to all other necessary matter.

William Brandt Writes to Carl Laemmle

Theatre Owners' Chamber of Commerce
723 Seventh Avenue
New York City

January 3rd, 1922

Mr. Carl Laemmle,
Universal Film Co.,
New York City.

My dear Mr. Laemmle:

I want to congratulate you upon taking the initiative in your desire to help the exhibitor who is doing poor business.

Some producers and distributors seem to think that the war is still on, and the fact that you have guts enough to blaze the trail toward lower film rentals, will be fully appreciated by every exhibitor.

The distance between present business and some of the exhibition values is as wide as the Gulf of Mexico, and the fact that you have come to the rescue of the exhibitor who takes in the currency to pay the entire industries' bill and is undergoing a severe readjustment period, will help encourage him to persevere under the terrible depression he is now suffering from.

Cordially and sincerely yours,

THEATRE OWNERS' CHAMBER OF COMMERCE

(Signed) WILLIAM BRANDT,
President

"Name Your Own

No. 265.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

I WOULD be guilty of ingratitude if I did not publicly announce the unprecedented and liberal stand taken with regard to our million dollar picture, "Foolish Wives," by Felt Brothers of Philadelphia, and Tom Moore of Washington, and Ruben & Finkelstein of Minneapolis.

Long before I advertised for bids on "Foolish Wives," they came to me and said:

"Mr. Laemmle, the exhibitors owe you and the Universal company all the support they can possibly give you as recognition of the fact that you were the first in the history of the world to put a million real dollars into a production of any kind. As a material proof of how we feel about it, we offer you our theatres for your exploitation runs."

This was so unheard-of that I feebly replied, "On what terms?"

And they shot right back at me, "ON ANY TERMS YOU SEE FIT TO NAME."

I suggested terms such as they had never paid for any picture in their lives, but they never batted an

Terms" They Say!

eye. Eugene Felt, as spokesman, said: "Our offer would still hold good if you had named terms twice as high. We know what a tough job it will be for you even to get your money back on a million dollar picture. We believe you when you tell us that while your negative has cost you something over a million dollars, your other expenses will be so high that you will have to gross over two and a half million before you can break even.

"Any company which is willing to take that sort of a plunge is a good company to support, because that is the sort of thing that will keep the industry alive. Our theatres are yours, on your terms, and we will get back of 'Foolish Wives' and help establish new records with it."

Well, there's the whole story. It was the best New Year's gift I ever received.

It was these gentlemen who suggested that I ask exhibitors everywhere to BID for "Foolish Wives."

Remember, I am not road-showing the first million dollar production ever made. I am turning it over to YOU, so that you, instead of road-show theatres, can have the cream of it. I don't know what else I could do to show where I stand. It is your next move.

Carl Laemmle
offers

Especially written for this production by the famous Broadway playwright

PERCIVAL WILDE

Directed by
Dallas FitzGerald

Gladys Walton
as
"Maisie O'Day"
The Little Wildcat
in her latest

UNIVERSAL SPECIAL ATTRACTION

GLADYS WALTON

in the delightful comedy-drama of an unspoiled daughter of the poor whose own romantic adventures made her favorite novels seem as exciting as a lemonade on New Year's Eve.

"The Guttersnipe"

A real joy!

A genuine delight!

A rare treat!

A gem of merriment!

This Star Will Brighte

GEORGE

GEORGE WALSH! Here's a star that'll help you rake in the shekels.

We don't have to tell you that he's a "best seller" among feature stars. You know it as well as we do.

Picture to yourself what the youngsters and grown-ups will do when they learn that they can follow their idol—famous athlete, runner, boxer, wrestler and actor—through eighteen weeks of wholesome thrilling adventure. A beehive of people swarming your box-office—that's all we can see—that's all you'll get!

This is the first Chapter-play that this famous feature star has ever appeared in. You'll understand when you show it why we say that he's going to prove a record-breaker.

Get busy now—book the picture—read and use your campaign book—and CLEAN UP!

AN AFRICAN PIGMY

AN ARAB SLAVE TRADER

CHARLES MASON as "Reynard Lake"

Your Box-office!

WALSH

The Distinguished Feature Star, Supported by
LOUISE LORRAINE in

"WITH STANLEY IN AFRICA"

UNIVERSAL'S GREAT CHAPTER PLAY, RE-CRE-
ATING AN EPOCHAL DRAMATIC ADVENTURE

Directed by Ed. Kull

DWARD
ULL

LOUISE
LORRAINE

The Schools Wi

A SERIAL that Teachers and Principals want—a Serial that Censor-boards will boost—a Chapter-play to which Parents send their children—that's "WITH STANLEY IN AFRICA."

SOMETHING of a change, isn't it? A little bit different from having people against you! A whole lot different when you come to count your returns.

READ on the opposite page the letter from ERNEST L. CRANDALL, Director of Lectures for the Board of Education, City of New York. Then accept our word that only lack of space prevents our printing dozens and scores of similar commendatory letters from prominent educators everywhere, thanking CARL LAEMMLE for Universal's splendid new departure in chapter-plays.

READ on pages 12 and 13 in your Campaign Book about one of the Plans for School Co-operation. Your Universal Salesman will completely explain a tight link-up which we are now making with the schools. Do your share of the work as it tells you—a half-hour of your time—and you'll see the dollars roll in as never before. And they will continue to roll in thereafter without any effort on your part for every Universal chapter-play.

ill Back You Up!

Read this letter from

ERNEST L. CRANDALL

Director of Lectures

BOARD OF EDUCATION OF THE CITY OF NEW YORK
Office of the Director of Lectures
157 East 67th Street

New York, December 22, 1921.

Mr. Carl Laemmle,
Universal Film Manufacturing Co..
1600 Broadway, New York City.

My dear Mr. Laemmle:

It is with very genuine interest that I have gone over the plans of Universal for a new educational chapter-play. After receiving the enthusiastic reactions of teachers and pupils to the historical serial, "Winners of the West," I am doubly impelled to urge you to go still farther along this path of combining clean entertainment with instructional value.

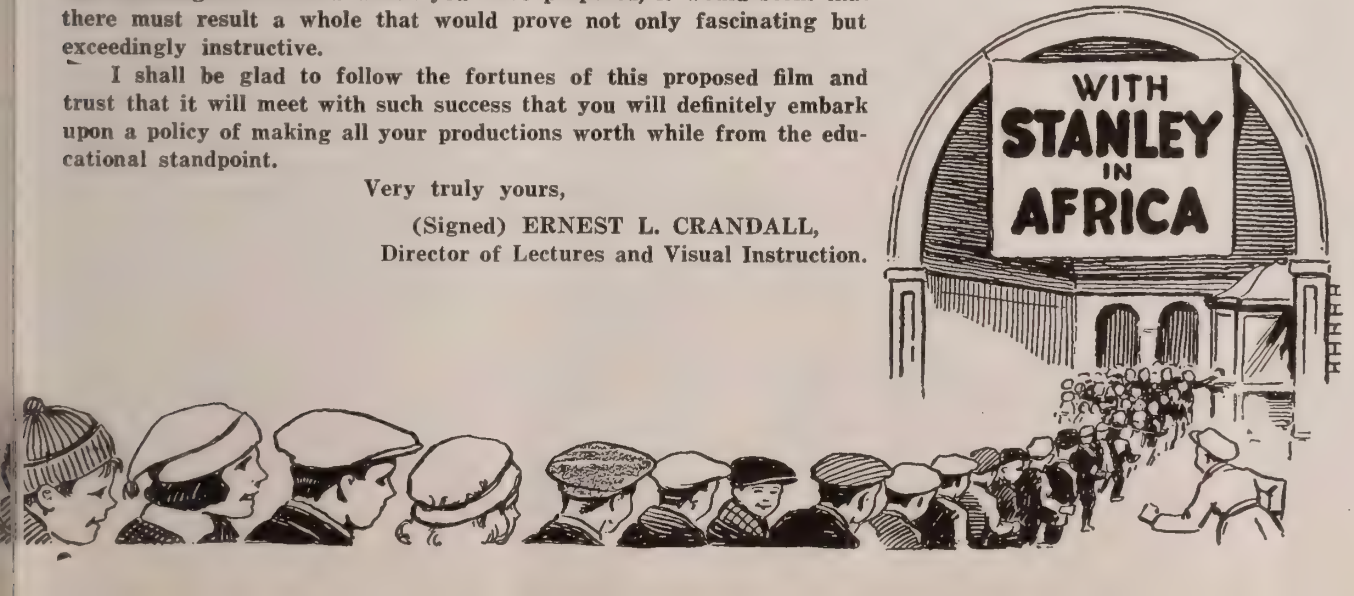
You have made a happy choice in selecting the subject "With Stanley In Africa." This whole situation of exploring the unknown continent in quest of one long lost to civilization has a perfectly natural fascination both for the youthful and the adult mind. It presents an opportunity for the portrayal of adventure, which, if kept sufficiently free from the old style "blood and thunder" and gruesome episodes is not only legitimate but is to my mind essential to the maintaining of interest in a protracted picturization such as the serial necessarily entails.

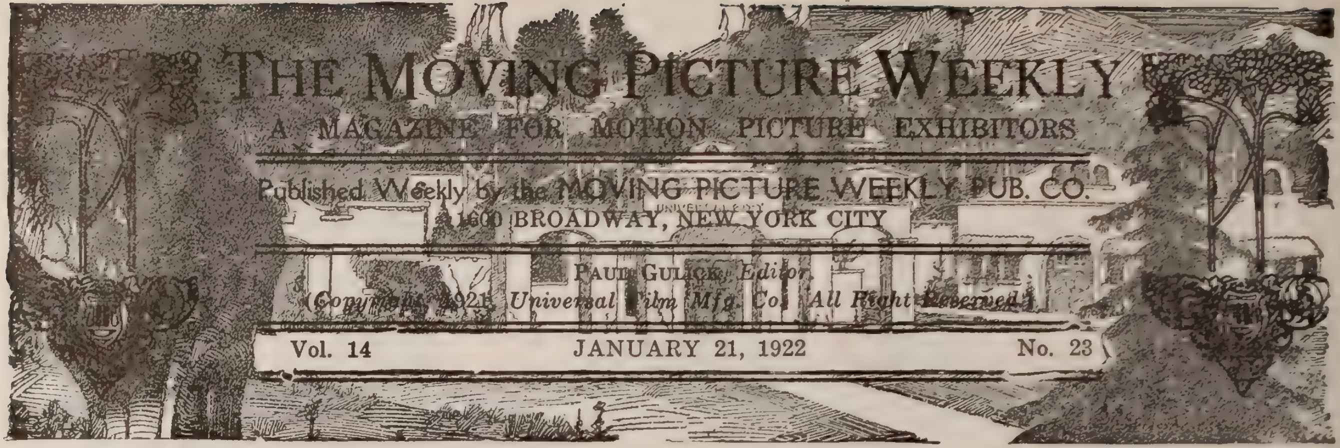
If in addition to this you remain true to the genuine incidents of Stanley's voyage and introduce the geographical, zoological, botanical and ethnological features which you have proposed, it would seem that there must result a whole that would prove not only fascinating but exceedingly instructive.

I shall be glad to follow the fortunes of this proposed film and trust that it will meet with such success that you will definitely embark upon a policy of making all your productions worth while from the educational standpoint.

Very truly yours,

(Signed) ERNEST L. CRANDALL,
Director of Lectures and Visual Instruction.





THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor
(Copyright, 1921, Universal Film Mfg. Co. All Right Reserved)
Vol. 14 JANUARY 21, 1922 No. 23

News Notes From Universal City

Forthcoming Releases Rapidly Nearing Completion—Splendid Array of Jewels and Special Attractions Nearing Screen.

MARIE PREVOST'S first picture under the direction of Clarence Badger has been called "Don't Get personal." It is from the pen of I. R. Ving, a new luminary on the literary horizon, and is his first effort to be filmed.

❦

DALLAS FITZGERALD'S second production since he joined the staff at Universal City will be either a tremendous success or a dismal failure. It all depends on whether the spectator has an appreciation of the clever burlesque of Percival Wilde's original story, "The Guttersnipe." He wrote it for Gladys Walton, and most of her friends will be convulsed at the little Irish salesgirl's conception of a lord-and-lady romance.

❦

R. G. KIRKE'S *Saturday Evening Post* story, "Malloy Campeador," was, as everybody known, a Spanish story. When you see it in the films under the title of "The Scrapper," with Herbert Rawlinson featured, you will find an entirely understandable metamorphosis. The Universal people thought that the Irish temperament and physiognomy suited Rawlinson better than the Spanish, and besides Rawly has such curly eyes and laughing hair.

❦

ROBERT ELLIS has been engaged for Priscilla Dean's next Jewel picture, "Wild Honey," by Cynthia Stockley. Wesley Ruggles will direct.

❦

CLARENCE BUDINGTON KELLAND has a magazine story running serially under the title of "Mischief," but when the Universal bought the rights to screen it, the production staff felt they needed a more characteristic title for a Frank Mayo picture; so they called it "Across the Deadline."

MAUDE GEORGE, who plays an important rôle in Erich von Stroheim's "Foolish Wives," came to New York to attend the opening of the million-dollar production at the Central Theatre on Jan. 11th.

❦

PAUL SCARDON was so successful with Miss duPont in her current photoplay, "Shattered Dreams," that he was immediately assigned to direct her next picture. "The Golden Gallows" is the title; Jack Mower will be the leading man in this production.

❦

AFTER the opening of "Foolish Wives" Julius Stern, president of Century Film Corporation, and second vice-president of Universal, will accompany Carl Laemmle, president of Universal, to the West Coast, where they will plan together a 1922 campaign of big productions. This will be quite apart from the expansion he has in mind for his own Century comedies.

❦

JULIUS STERN, who is well known in the film business as an efficiency expert of keen ability, was summoned East from his duties as Laemmle's personal representative at Universal City to superintend the speedy preparation of "Foolish Wives" for the screen. During the two months when he was in command of the West Coast Universal studios Stern not only economized on the spending of money, but also on the spending of time. There was no detail he omitted to bring under his personal attention. He kept an "open office," so that any one who wished might come in and tell him of the difficulties he was laboring under, or the increase of speed and efficiency that particular man might show if conditions were a little different. If the conditions warranted it, Stern saw to it that they became "a little different."

"The Leather Pushers" Strikes New Note

First of Remarkable Series of H. C. Witwer's Stories In "Collier's" Will Be Released On January 16.

NOW that the prints of the first two rounds of "The Leather Pushers" series are in the hands of the exchanges, Universal is receiving daily confirmation of its first estimate of the H. C. Witwer stories which appeared in Collier's. The idea of the stories themselves and the way in which they have been carried out is so unusual and novel that Mr. Laemmle immediately put them on the exclusive Jewel basis and they will be released to exhibitors as the Universal-Jewel-Collier's Series.

"We have had a great variety of series of pictures," said H. M. Berman in discussing the releasing arrangements for Witwer's "The Leather Pushers." "Many of the subjects are still popular; some are 'cold.'

Strikes New Note

"Our 'The Leather Pushers,' however, strikes an entirely new note in subject matter for moving pictures. If any one had told me even a year ago that it was possible to maintain a continued interest in a series of pictures dealing with boxing and the prize ring, I would have laughed at them. In fact, if I had not seen several episodes of 'The Leather Pushers' series with my own eyes I would undoubtedly be laughing now. H. C. Witwer, the author, and Harry Pollard, the director, have evolved a combination of the prize fight ring, society and romance which not only are unique but which are little giants of story value and whirlwinds of action.

"Every one in the New York office is absolutely convinced that the angle from which 'The Leather Pushers' attacks the spectator's interest is so sure-fire that we have had no hesitation whatever in our plan of campaign and it is very simple. In addition to an extremely full line of advertising, posters and the usual lobbies, we have ordered all of the exchange centers to introduce the first two episodes in a novel manner to the newspaper readers of these several cities. Inasmuch as these stories are about prize fighting, primarily, each exchange will invite the head of the Boxing Commission of his locality to witness the first showing of the pictures. To this showing will also be invited all of the sporting editors and prize fight writers of the city. This will be done before any of the exhibitors even see the pictures. After that, the individual showings to exhibitors are to take place.

Scene from Round One of "The Leather Pushers."

"If we had the slightest doubt about the way 'The Leather Pushers' was going to be received, it would have immediately been removed by the first two episodes.

Some Comments

Here are some of the comments: 'Have just seen the first two installments of "The Leather Pushers" and want to say without any reservation whatever that I believe we have in this series absolute knockouts. It is the kind of stuff that ought to go in every first-run house in the United States'; 'Just got through viewing "The Leather Pushers" — am 'nuts' about it—It's great."

"In our advertising and publicity we have taken every precaution, however, not to convey the impression that these pictures are exclusively prize fight pictures. As a matter of fact, there are one or two fights in every one of the two-reel episodes, but they are so combined with love interest and the peculiar situation of the hero as a member of a socially prominent family as well as a boxer, that each story provides an entirely diversified interest."

Lee Moran's New Century Comedies

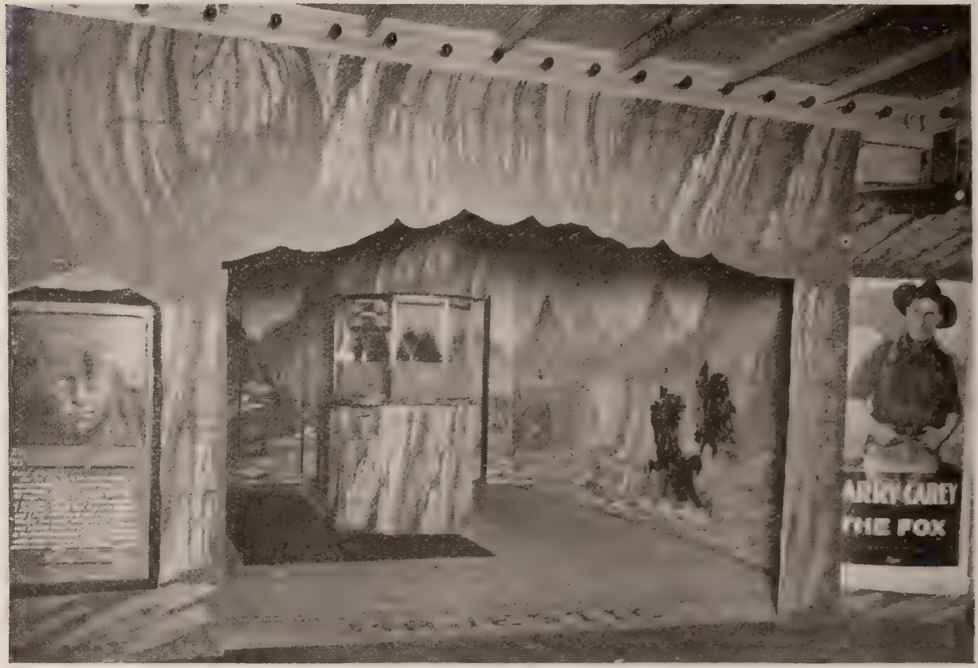
LEE MORAN'S third comedy for Century is completed. It is called "Upper and Lower" and was directed by Alf Goulding. Moran plays in this an entirely different role from "The Straphanger" and "The Touchdown"; he masquerades as a colored man who obtains a soft job as a Pullman porter. The job does not prove so simple as he thought and his adventures and mishaps aboard the limited make up an amusing comedy.

The series of caricatures of real life on which Moran is now engaged bring out his versatility and his talent for burlesque. He plans and writes them all himself, which has been his ambition for years.

His fourth picture which is now in production is called "The Janitor." The story deals with a young couple who cannot find a place to live on account of the size of their family, and finally after they have sat down on the curb to think it over they came to the conclusion that the only way for them to have a roof over their heads is for the husband to get a position as janitor, and to try to move the tenants out of a desirable apartment. Situations which make life one grand misunderstanding from start to finish are the result before the domestic tastes of the young couple are satisfied. "The Janitor" affords Lee Moran a rare opportunity to use his side-splitting ability.

Exploitation Suggestions

MAJESTIC, PORTLAND, OREGON, HAS NOVEL "FOX" LOBBY



The Majestic Theatre, Portlnd, O., Retained Much of the True Western Atmosphere In Its Colorful Lobby For "The Fox," Harry Carey's Current Universal-Jewel—The Painted Cliffs, the Locale of the Super-Western, Were Accurately Depicted In the Theatre's Forceful Display.

Arion Theatre, Middle Village, N. Y., Puts Over Unique Teaser Campaign For "Conflict" Jewel

The attention of live-wire exhibitors is called to a novel stunt on "Conflict" as adopted by Pollok and Gootzeit of the Arion Theatre in Middle Village, N. Y. It caused considerable talk among Middle Village movie fans and well in advance of the opening date on this picture, the title "Conflict" was well exploited among local enthusiasts who endeavored to solve this interesting problem.

Pollok and Gootzeit ran the story in their official house organ. Enthusiasm was keen. Many entered into the spirit of the stunt. The story that appeared was as follows:

"A salesman called at the Arion Theatre and offered a dozen pictures for booking. Mr. Gootzeit studied the list and while Mr. Pollok spoke to the salesman, Mr. Gootzeat wrote on a strip of paper as follows: "Xibufwfs fmtf zpv ep cppl "Dpogmjdu" Ju jt wf cftu qjduvsf J ibwf fwfs tffo." And Pollok followed instructions. Can you read the message? A couple of tickets to the first five who send the correct reading."

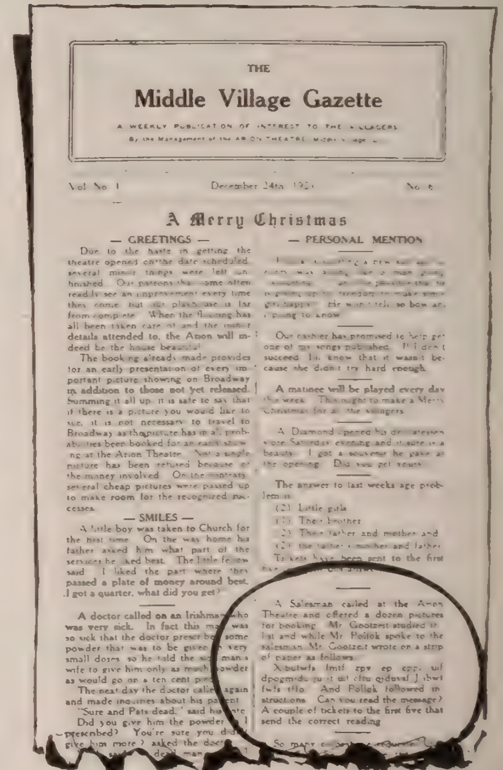
This stunt proved the value of live exploitation for Pollok and Gootzeit's Arion house organ. It proved that the Middle Village public read and followed this house organ because these two gentlemen have kept that house organ alive with snappy, interesting reading material that is followed by all movie fans. It also proved the merit of "Conflict" as one of the biggest pictures ever produced as well as its popular appeal.

You can adopt this stunt for newspaper ads, lobby frames, etc. We need say no more, the stunt speaks for itself on black and white. Why not use it when you play "Conflict"?

Exploitation keeps the game alive and full of pep. Send us your ideas or stills on stunts that you pull with Universal pictures.

—:o:—

CAN YOU SOLVE THIS?



THE

Middle Village Gazette

A WEEKLY PUBLICATION OF INTEREST TO THE VILLAGERS

By the Management of the ARION THEATRE Middle Village

Vol No 1 December 24th 1921 No 6

A Merry Christmas

— GREETINGS —

Due to the haste in getting the theatre opened on the date scheduled several minor things were left unfinished. Our patrons that come often readily see an improvement every time they come but our plans are is far from complete. When the flooring has all been taken care of and the minor details attended to, the Arion will indeed be the house beautiful.

The booking already made provides for an early presentation of every important picture showing on Broadway in addition to those not yet released. Summing it all up it is safe to say that if there is a picture you would like to see, it is not necessary to travel to Broadway as the picture has in all probabilities been booked for an early showing at the Arion Theatre. Not a single picture has been refused because of the money involved. On the contrary several cheap pictures were passed up to make room for the recognized successes.

— SMILES —

A little boy was taken to Church for the first time. On the way home his father asked him what part of the services he liked best. The little fellow said "I liked the part where they passed a plate of money around best. I got a quarter, what did you get?"

A doctor called on an Irishman who was very sick. In fact this man was so sick that the doctor prescribed some powder that was to be given in very small doses so he told the sick man's wife to give him only as much powder as would go on a ten cent piece.

The next day the doctor called again and made inquiries about his patient.

"Sure and Pat's dead," said his wife.

Did you give him the powder as I prescribed? You're sure you didn't give him more? asked the doctor.

[illegible] dead man [illegible]

— PERSONAL MENTION

[illegible] He won't tell so how are [illegible] going to know.

Our cashier has promised to help get one of my songs published. If I don't succeed I'll know that it wasn't because she didn't try hard enough.

A matinee will be played every day this week. This ought to make a Merry Christmas for all the villagers.

A Diamond opened his delicatessen store Saturday evening and it sure is a beauty. I got a souvenir he gave at the opening. Did you get yours?

The answer to last weeks age problem is

(2) Little girls
(1) Their brother
(2) Their father and mother and
(2) the father's mother and father

Tickets have been sent to the first five [illegible]

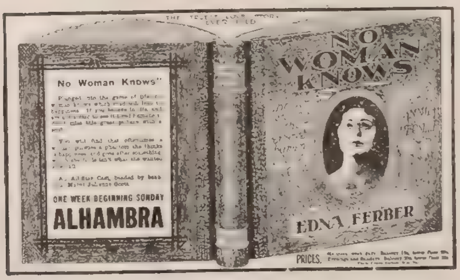
A Salesman called at the Arion Theatre and offered a dozen pictures for booking. Mr Gootzeit studied the list and while Mr Pollok spoke to the salesman Mr Gootzeit wrote on a strip of paper as follows

Xibufwfs fmtf zpv ep cppl uif dpogmjdu ju jt uif cftu qjduvsf J ibwf fwfs tffo. And Pollok followed instructions. Can you read the message? A couple of tickets to the first five that send the correct reading.

So many [illegible]

See Story On This Page For Description of This Original Teaser Idea.

EFFECTIVE HALF-PAGE AD FOR "NO WOMAN KNOWS"



The Alhambra Theatre, Toledo, O., Found This Half-page Ad. a Sure Patron-Puller for the Edna Ferber Universal-Jewel, "No Woman Knows."

Carl Laemmle Swamped With Replies

Offer To Exhibitors Inspires Flood of Praise and Thankfulness From Exhibitors and One Peeve From a Producer.

QUITE naturally Carl Laemmle has been intensely interested in the reaction to the literal and figurative bombshell that he threw into the trade last week by his offer to help exhibitors who are losing money. Pretty nearly everybody else has been interested in it, too. The safe and evasive advice, "Raise your prices," as a "cure-all" to money-losing exhibitors has been given so often that it is looked upon as mere propaganda. Besides, such advice is a gift that costs the giver nothing. But no other man has come forward with a constructive offer that might cost him money, but will at least save some poor exhibitors from going to the wall.

"Exhibitors are writing me by the hundreds," said Mr. Laemmle in his office in 1600 Broadway, "telling me what they think of Universal's offer. Many of them think there is some catch in it somewhere—it is so unlike the proposals they are constantly receiving from producers. But the great majority are full of thankfulness that one producer can be relied upon to meet exhibitors half way.

"The first letter came from William Brandt, president of the Theatre Owners Chamber of Commerce, who wrote, among other things:

" 'I want to congratulate you upon taking the initiative to help the exhibitor who is doing poor business. Some producers and distributors seem to think that the war is still on, and the fact that YOU HAVE THE GUTS TO BLAZE THE TRAIL toward lower film rentals will be fully appreciated by every exhibitor.'

"Most Timely and Courageous"

"The first telegram came from Ralph W. Crocker, owner and manager of the Star Theatre of Elgin, Ill., who wired:

" 'Congratulate you on bombshell in trade papers. MOST TIMELY and courageous. As a one hundred per cent Universal exhibitor I send three cheers and my support of your wallop straight from the shoulder!'

"And after that they poured in, personal calls, telephone calls, telegrams and letters.

"A few which are typical are:

" 'I read to-day a statement by you, in reference to helping exhibitors who are losing money. I think it certainly shows the proper spirit, and should be appreciated by every exhibitor. I am going to make an effort to use all Universal pictures possible. But so far we have been able to break even. But hope later, when business conditions are better, to make some money.'

" 'Yours very truly,
" 'TEMPLE-MASONIC THEATRES,
" 'By P. L. Dysard, Manager.'

" 'We learn from your notice in the trade magazines of your intention of reducing film rental to those exhibitors who can show an actual loss. We have often heard from the older exhibitors of how well they have been treated by Mr. Carl Laemmle. This proves it. In my estimation, nothing could be fairer than this proposition. I hope all the other producers will follow you.

" 'W. H. CREEL,
" 'The Suburban Theatre, Omaha, Neb.'

" 'I have just read your article in Motion Picture News of January 7th, wherein you offer assistance to the exhibitor who is losing money, and I feel that you should be commended for this big-hearted, broad-minded resolution.

" 'Personally I do not need any assistance, as Universal pictures are making me money, but I do feel that the exhibitors of the United States, as a whole, should show their appreciation by giving as much business as possible to the man who is willing to produce, distribute and rent film at a "live and let live" price.

" 'RIALTO THEATRE,
" 'Whitefish, Mont.
" 'C. W. Young, Manager.'

"So much for the appreciation shown by exhibitors.

"As for producers—and you will remember I expressed the hope that they would join the Universal in helping to prevent any exhibitors from bankruptcy—I have heard from only one and he was peeved. He didn't think I should offer to help exhibitors who are losing money without first consulting other producers! Can you beat it?

"Get Down to Brass Tacks"

"If all producers would get down to brass tacks ALL THE TIME, as I have tried to do for the past dozen years, and would realize that exhibitors have problems which must be solved—if producers would do this instead of issuing flowery press agent stories telling how they love and adore the exhibitor—if producers would DO something instead of SAYING something, we'd have a more prosperous industry than we've got to-day.

"Well, I repeat my offer. If other producers won't follow my lead, this offer is good for their customers anyhow."

Mr. Laemmle's offer, it is felt by all exhibitors, marks the beginning of a new era of good-will between Exhibitor and Producer. "More practical good can come from one unselfish move of this sort on the part of a producer than by all the conferences and inter-committee 'pow-wows' in the world," is the way one exhibitor pays tribute to Mr. Laemmle's sensational offer.

CENTURY COMEDY STUDIO ACTIVITIES

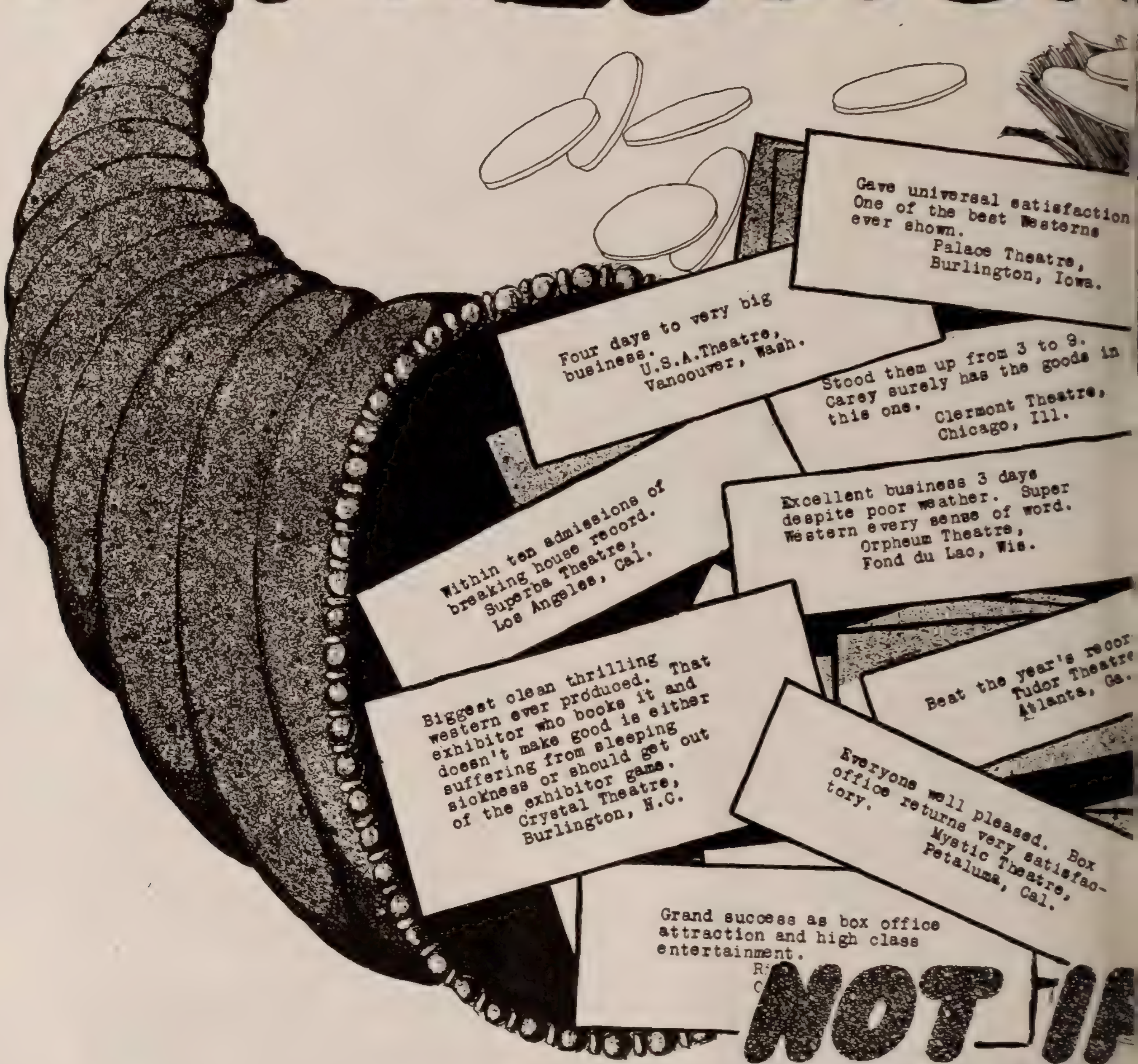
ABE STERN, brother of Julius Stern, president of Century Film Corporation, is in active charge of the Century Comedy studio during the absence of his brother in the East, where he is attending to the direction of business activities which will herald a prosperous 1922 for the company.

Inaugurating the greater production scope for the coming year Abe Stern has made Century Week lively by taking inventory of the studio's tangible assets and the possibilities of increased activities. As a part of the plan to augment production a new unit has been formed with the engagement of Thomas Buckingham to direct Harry Sweet in a series of laugh films. The Buckingham unit has already started work and a special effort is being made to prepare the scripts with ideas in them that will bring out the comedian's personality—instead of mere slap-stick situations.

The current Sweet vehicle is a story of a general utility man in a theatrical company whose small town experiences cause everything except a world upheaval. He does everything from acting to juggling props and Fate intervenes in his best laid plans in a most startling fashion.

The other units working are those starring Baby Peggy, directed by Arvid Gillstrom, Brownie directed by Fred Hibbard, and Lee Moran directed by Alf Goulding. A banner season is predicted by Mr. Stern.

DEPRESSION



Gave universal satisfaction
One of the best Westerns
ever shown.
Palace Theatre,
Burlington, Iowa.

Four days to very big
business.
U.S.A.Theatre,
Vancouver, Wash.

Stood them up from 3 to 9.
Carey surely has the goods in
this one.
Clermont Theatre,
Chicago, Ill.

Within ten admissions of
breaking house record.
Superba Theatre,
Los Angeles, Cal.

Excellent business 3 days
despite poor weather. Super
Western every sense of word.
Orpheum Theatre,
Fond du Lac, Wis.

Biggest clean thrilling
western ever produced. That
exhibitor who books it and
doesn't make good is either
suffering from sleeping
sickness or should get out
of the exhibitor game.
Crystal Theatre,
Burlington, N.C.

Beat the year's recor
Tudor Theatr
Atlanta, Ga.

Everyone well pleased. Box
office returns very satisfac-
tory.
Mystic Theatre,
Petaluma, Cal.

Grand success as box office
attraction and high class
entertainment.
R
C

NOT I

CARL LAEMMLE'S PRES

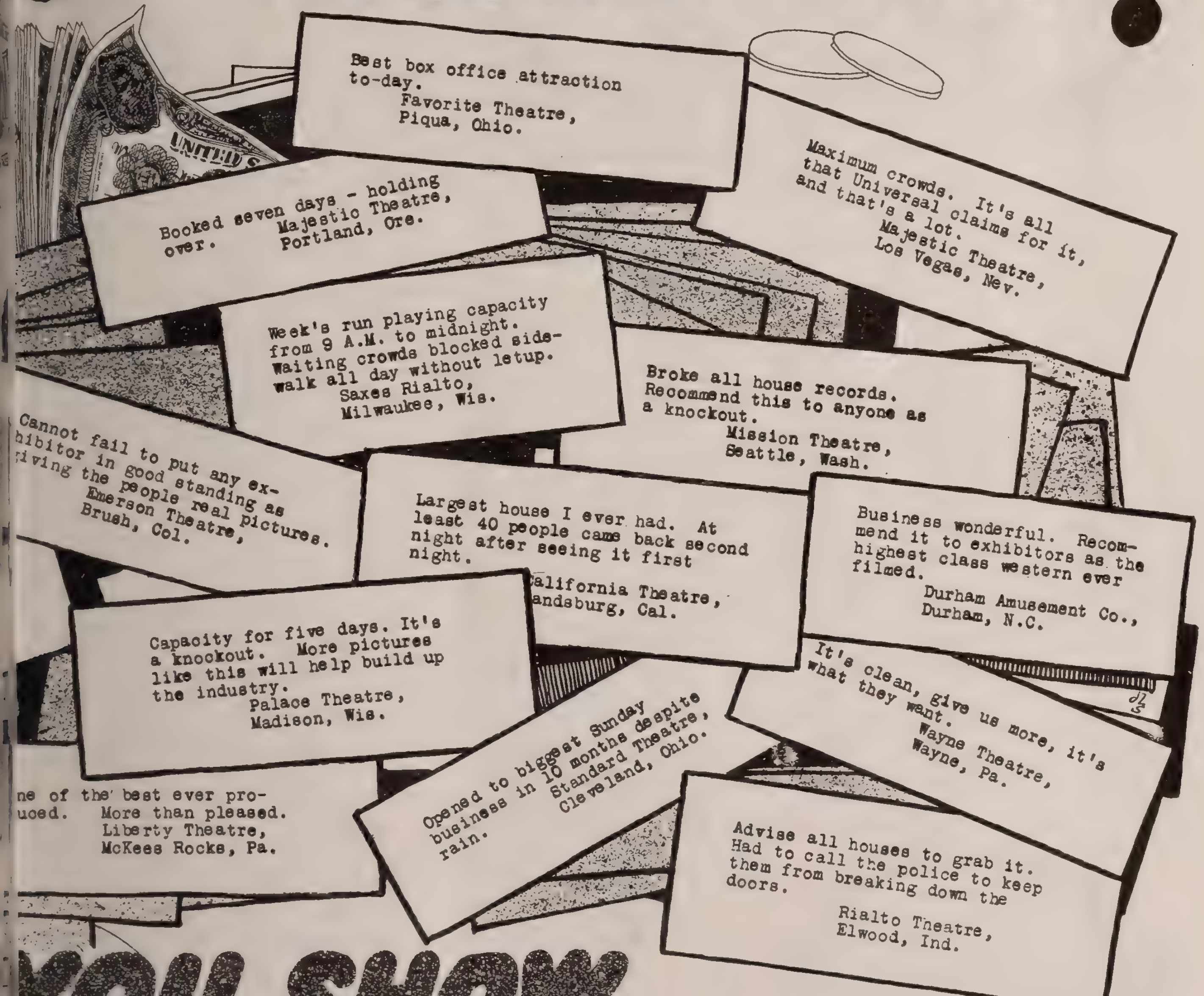
HARRY

THE FIRST SUPE

**UNIVERSAL
JEWEL**

DIRECTED BY
ROBT. THORNBY

? HELL NO!



Best box office attraction to-day.
Favorite Theatre,
Piqua, Ohio.

Booked seven days - holding over.
Majestic Theatre,
Portland, Ore.

Maximum crowds. It's all that Universal claims for it, and that's a lot.
Majestic Theatre,
Los Vegas, Nev.

Week's run playing capacity from 9 A.M. to midnight. Waiting crowds blocked sidewalk all day without letup.
Saxes Rialto,
Milwaukee, Wis.

Broke all house records. Recommend this to anyone as a knockout.
Mission Theatre,
Seattle, Wash.

Cannot fail to put any exhibitor in good standing as
iving the people real pictures.
Emerson Theatre,
Brush, Col.

Largest house I ever had. At least 40 people came back second night after seeing it first night.
alifornia Theatre,
andsburg, Cal.

Business wonderful. Recommend it to exhibitors as the highest class western ever filmed.
Durham Amusement Co.,
Durham, N.C.

Capacity for five days. It's a knockout. More pictures like this will help build up the industry.
Palace Theatre,
Madison, Wis.

It's clean, give us more, it's what they want.
Wayne Theatre,
Wayne, Pa.

ne of the best ever pro-
uced. More than pleased.
Liberty Theatre,
McKees Rocks, Pa.

Opened to biggest Sunday business in 10 months despite rain.
Standard Theatre,
Cleveland, Ohio.

Advise all houses to grab it. Had to call the police to keep them from breaking down the doors.
Rialto Theatre,
Elwood, Ind.

YOU SHOW

ATION OF

CAREY in "THE FOX"

VESTERN EVER MADE

Cash in on Von Stroheim!

BIG PROFITS **made to order for you.** Big profits waiting to be collected. **Capitalize now** the unprecedented advance promotion "FOOLISH WIVES," and Von Stroheim, its famous director, are receiving.

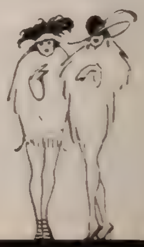
"FOOLISH WIVES" is the first real million-dollar production ever made. "FOOLISH WIVES" has received one hundred times more advance publicity and advertising than any picture ever produced. It is the picture everyone is waiting to see. They're all thinking about it and talking about it.

And every time they think and talk "FOOLISH WIVES," they think and talk VON STROHEIM.

Anticipation at the highest pitch with the ammunition in your hands to satisfy it. **That's the golden harvest waiting to be reaped.**

PUT ON A VON STROHEIM WEEK NOW.

Go to your Universal Exchange to-day, book Von Stroheim's two Universal-Jewel successes, "BLIND HUSBANDS," "THE DEVIL'S PASSKEY"—established box-office record-breakers, both of them — **and watch the dollars roll in.**



UNIVERSAL-JEWEL

WHAT "THE BILLBOARD" SAYS ABOUT "THE FOX"

From December 31st issue of "The Billboard":

"THE FOX"

Carl Laemmle Presents Harry Carey in a Universal-Jewel Picture, Directed by Robert Thornby, Shown at Central Theatre, New York, Week of December 18.

Reviewed by MARION RUSSELL

> **The magnitude of this production can not be described as far as Western atmosphere, locations and a pitched battle between U. S. Cavalry men and a gang of outlaws are concerned. This is the titan of Western films and the public will welcome it for its human story and glorious panoramic view of the Grand Canyon.**

THE CRITICAL X-RAY

Here is a screen classic which can be favorably compared with Charlie Chaplin's picture, "The Kid," in point of sympathetic appeal. It also keeps strides with the greatest screenization of conflict in which a whole regiment take part. In the beginning we are introduced to "Ol' Santa Fe," a ragged and unkempt character, who reaches the desert town of Oasis in time to rescue a tiny boy from the brutal treatment of an itinerant keeper of a trained bear. The sheriff, Mart Fraser, has been ridiculed because of his inability to capture the "Painted Cliffs" gang of bandits, who are safely entrenched among the rocks on the desert. Their hiding-place is a mystery. The sheriff takes an interest in "Santa Fe," and tries to find employment for him to support the little boy, Pard, but disaster follows him and he cannot retain the position of porter in the savings bank, owing to the suspicions of Rufus B. Coulter, the president. A young bank clerk, Dick Farwell, supporter of a widowed mother, is sent on a mission in the desert by Coulter, and the next day the bank is short $45,000, according to inspection by the auditor. Dick is blamed for the theft by the townspeople. The sheriff, now thoroughly aroused, swears to capture the bandits and prove the innocence of Dick. He leaves for the desert after having made "Santa Fe" his deputy. This act permits "Santa Fe" to ride in pursuit of his only friend, the sheriff, and reaches his side in time to save him from great injury. Alone and unaided "Santa Fe" crawls through a sandstorm until he discovers the hidden whereabouts of the gang. He drags Dick, who has been held a captive, through a hole in an underground passages and sends for the sheriff's posse and the U. S. Cavalry. After a pitched battle with the gang, who are hidden in the bowl of the canyon, the cavalry arrives, the villains are taken prisoners, and the whole party returns to civilization. "Santa Fe" captures President Coulter and forces him to return the satchel of money, with which he was about to decamp. This clears Dick's name, and a bit of romance comes to old "Santa Fe," who turns out to be a secret service man, working for Uncle Sam, and very much in love with Annette Fraser. A wedding seems imminent as the story ends.

There is nothing forced or theatrical in the picture, which rushes along at a high rate of speed, yet everything is intelligible and the sequences follow with constantly entertaining situations. There is comedy incorporated in the scenes where old "Santa Fe," who tries to be a waiter, a porter and a protector of the little kid, meets with many tribulations thereby. But the best scenes of all are when the actual fighting takes place in the desert. There have never been finer locations of the sage brush and cactus-covered wastes shown—nor has there been seen more wonderful rocky mountains or perpendicular walls of treacherous limestone pictured, and one can only imagine how beautiful they must be in their natural color. Then the riding and pursuit after the gang supplies the greatest amount of excitement, and gets the nerves tingling while watching the perilous riding, the leaping over deep gorges and the thrill of conquest which sweeps the picture on to success.

Harry Carey has a part which he fills to perfection. He has never been seen to greater advantage. George Nichols, that splendid character actor, lends tremendous assistance, and little Breezy Eason, Jr., tugs at your heart with his appealing manners. Alan Hale, as President Coulter, kept well within the picture as the two-faced villain, and the balance of the cast, especially the soldiers of the 11th U. S. Cavalry, added materially to the value of the picture.

Director Robert Thornby accomplished a gigantic task with unusual skill and judgment, for the handling of a vast brigade of riding and fighting men presented extraordinary difficulty, but which he overcame with ease. The photography was clear, and some of the long shots were truly magnificent.

Suitability.—All theatres.
Entertainment Value.—High.

Extensive Exploitation Planned for "The Leather Pushers"

THE Exploitation and Publicity Department of the Universal has started a rip-roaring advance campaign in every territory for the forthcoming two-reel Universal-Collier Series, "The Leather Pushers." Release date on ths well-known series of stories has been set for January 16th, 1922.

Advance Publicity

But the wheels of exploitation will have been working to good advantage well before that date. There is hardly a man, woman or child who is not acquainted with "The Leather Pushers," having read the stories in their printed version in Collier's Weekly. But the movie-going public is going to know that "The Leather Pushers" will soon show on the silversheets of their local movie theatres even before the pictures are sold or play dates set.

Great Co-operation

The Universal exploitation staff has secured the co-operation of fifty well-known sporting editors and members of the boxing commission in New York. These men are working and clamoring for the recognition of boxing as a gentleman's sport—and as a sport of interest to women. The screen version of this picture allows them the opportunity to boost the game that is nearest to their hearts and they will urge everybody through the mediums of their daily columns and syndicated articles to attend every episode of these stories on the screen.

Laemmle Confirms "Foolish Wives" Promise

Declares That Super-Jewel Will Go Direct To Exhibitors — Announcement of Release Date and Length.

IN August of last year, while Mr. Laemmle was in Europe, R. H. Cochrane, vice-president of the Universal, made a promise to the exhibitors of the United States. That promise concerned "Foolish Wives." It was a big promise to make and it was made in an unequivocal way. No ifs or buts or unlesses about it. He said that "Foolish Wives" was to go direct to exhibitors and that it was not to be road-showed. Lots of water has run under the bridge since August. Rumors about "Foolish Wives" have flown fast and furious. The method of release has come in for just as much gossip as any other part of this remarkable film.

R. H. Cochrane's Statement

Inasmuch as the film itself is at last on the brink of actual presentation, Mr. Laemmle feels that it is high time to confirm in detail the promise made by his associate and to set formally a release date. In fact, Mr. Laemmle has decided that the situation warrants his going even further in his promise than Mr. Cochrane did.

Mr. Cochrane said in August:

"Hundreds of people have asked me how we ever expect to make a profit or even to get our money back on a production in which we will sink a million and three-quarters of dollars before we get back a nickel. There is no doubt in the world that it could easily be done by playing it in legitimate houses of the country for long runs. With the high cost of routing traveling companies the big theatres out of New York and Chicago are hungry for big attractions like 'Foolish Wives.' But there are several good and sufficient reasons why Universal is not going to get its money out of the production in this way, though several very tempting offers have been made to us looking to such a form of release.

"In the first place, we are not in the theatrical business. We have no desire to get into it. It would be inevitable under this plan. We are in the moving picture business and we are going to stay in it.

Two Years' Exploitation

"In the second place, this plan would place 'Foolish Wives' entirely out of the reach of exhibitors of moving pictures, possibly for years. This is the furthest thing from our intention. We should not feel that we had kept the faith if we ever consented to do such a thing. 'Foolish Wives' was made for moving pictures and we feel that it will prove the best picture ever made for moving picture audiences.

"In the third place, this plan would virtually make us exhibitors ourselves and place us in competition with the very people to whom we wish to sell our product. We have steadfastly refused to become exhibitors except for exploitation purposes, even in the face of severe provocation from competitors and the lack of support in quarters where it would have been most natural to expect it.

"Universal's success in this business has been due to its recognition of several basic principles. One of them is that if exhibitors are not making money, we are not making money. And conversely, if we give exhibitors the production and the exploitation material with which they can make money, we make money, too. We can't for the life of us figure any way to make money on 'Foolish Wives' or any other picture unless the exhibitors make money also. We have always followed out that principle and we are still going to follow it or bust."

Mr. Cochrane then went on to say that it was the intention of the company to exploit the film in a number of big cities to "set" the picture as it is called, before turning it over to exhibitors. Elaborate preparations had been made to make this exploitation as thorough as possible. A corps of expert exploiteers will aid in each city.

But a number of very big exhibitors have been talking to Mr. Laemmle since "Foolish Wives" has become so imminent. These men have all been against having the Universal exploit the picture before they had it. They argue that "Foolish Wives" has exploited itself for almost two years. There is scarcely a man, woman or child who does not know about it. They say it does not need any more exploitation before it is turned over to exhibitors. Since Universal has promised to give "Foolish Wives" direct to exhibitors, why not give it without any strings at all? As it is universally admitted that exhibitors are making money to-day only on big productions, why not let them have an unembarrassed opportunity to make this exploitation money in addition, even though it is ecessary to charge more for the picture?

Central Theatre Showing

These personal arguments and the many letters he has received have had the effect of convincing Mr. Laemmle that "Foolish Wives" has actually had all the exploitation that is necessary and that there is therefore no reason why exhibitors should not get "Foolish Wives" as direct and as soon as possible. Mr. Laemmle therefore announces:

"I have determined to renew and confirm the promise made by Mr. R. H. Cochrane and for reasons that have seemed good to hundreds of very big exhibitors, who have both told me personally and written to me I have decided to forego the pleasure of exploiting 'Foolish Wives' ourselves except in the one instance of the Central Theatre in New York City. The lease of this theatre was secured for the express purpose of showing this super-Jewel picture and it has been thought wise to follow out our own original plan in this cast.

"In regard to all the other cities, we have determined to give the biggest exhibitors in each city the opportunity to book 'Foolish Wives' in preference to giving it to legitimate houses, where it might be played for longer runs and be kept away from the great body of exhibitors for months and months.

Fourteen Reels' Length

"We have selected thirty-three cities in the United States in which to offer the first showing of 'Foolish Wives' in picture houses. Not until the run is over there will it be shown in the lesser theatres. We have a special corps of men who will call on all the first-run exhibitors in these cities at once and settle dates and exhibition problems. We have virtually accepted several offers where the dates were satisfactory to us.

"'Foolish Wives' in its final form will be in fourteen reels. We have tried various other lengths and since we have waited so long for the picture we have not been in a mood to take any chances on a cutting which did not preserve all the virility and smoothness of the wonderful story and atmosphere. The picture I have just seen is so rippingly smooth in its development, so gorgeously exquisite in its artistry, so powerful in its climaxes, that I take the utmost pride in offering it as the best answer to those carping critics who recently declared moving pictures to be a failure as a vehicle of artistic expression.

"The release date of January 15th has been set as the official one, but the picture will be shown in the Central Theatre on January 11th."

UNIVERSAL-JEWEL-COLLIER'S SERIES

Twelve Super-features
of two rounds each

CARL LAEMMLE
presents

THE LEATHER PUSHERS

From the famous series of COLLIER'S stories by

H. C. WITWER

HERE IS A SERIES of pictures which already has an audience of millions. Every man or woman who read these stories in COLLIER'S, The National Weekly, is a prospective patron of the movie version. Produced so that every Round is complete, yet so that the entire twelve make a thrilling and vigorous story of society, romance and the prize ring.

The Biggest Short-Subject Proposition of the Year!

Directed by HARRY POLLARD

FEATURING
REGINALD DENNY

A Sweeping Sensation!

Took this city by storm. Played to 1800 at two shows. House seats only 640.

—Imperial,
Toronto, Can.

Real super-special and a real money-maker. Biggest second night busi-of any picture ever played.

—Grand,
Pierre, S. D.

Could not accommodate the crowds on the last day. Real money for small exhibitors.

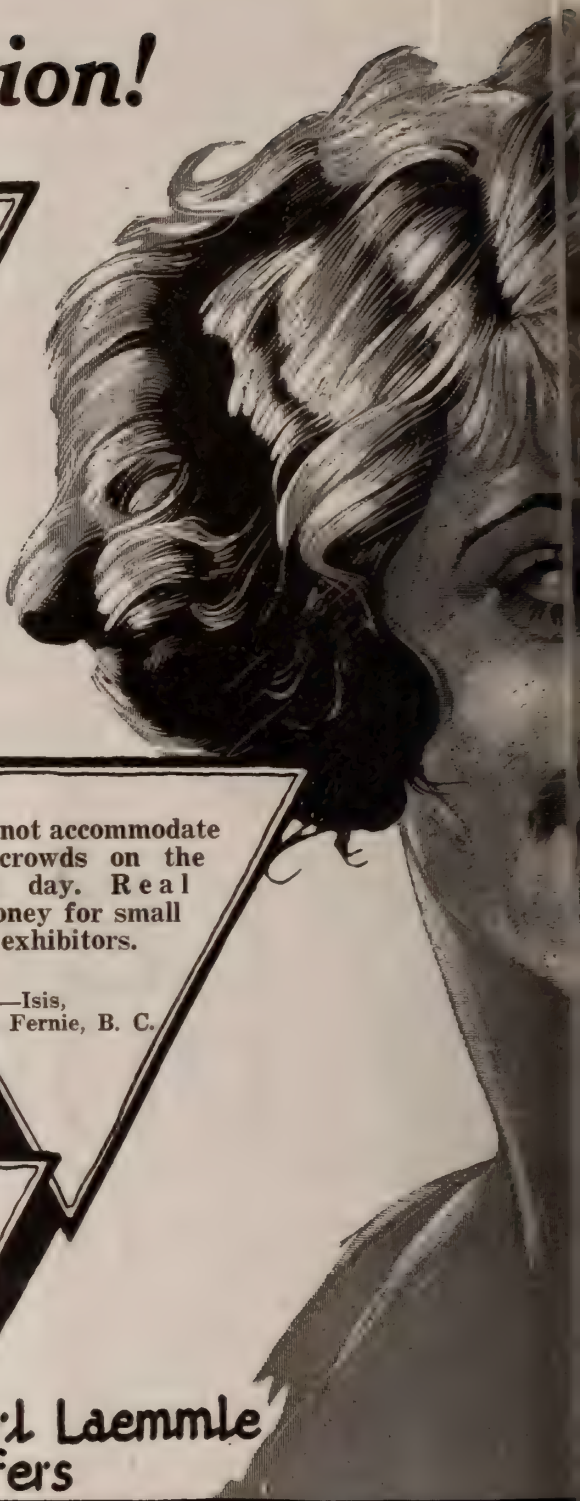
—Isis,
Fernie, B. C.

Hundreds turned away at both shows. Stopped selling tickets at 7.45 P. M. Give us more like this.

—New Castle,
Guelph,
Ont.

One of the greatest box-office attractions I've ever played. S. R. O. business three days.

—Victory,
Shawnee,
Okla.



Carl Laemmle
offers

Priscilla Dean i

Jamming Them In!

One of the most successful runs we ever had. Those turned away inquired if picture would be held over.

—Bijou,
Green Bay,

Ninety per cent. will say it is greatest they have ever seen. The other ten will say it is wonderful

—Strand,
Schroon
Lake,
N. Y.

Stood them out every night. Opened up to biggest business. Surely a wonder.

—Palace,
Buffalo, N. Y.

Excellent production. The best business on this one since last winter. Big week's run.

—Regent,
Calgary,
Alb.

From the
novel by
Clarence B.
Kelland

Universal
Jewel
Directed by
Stuart Paton

"CONFLICT"

"You're not showing the news reel? Then I'm going where they do"

You few exhibitors who are not showing the news reel are going to hear the above disconcerting sentence mighty soon—if you haven't heard it already.

Show the finest features if you like, put on the funniest comedies, give 'em the best of music, but **don't for one second think you can escape the news reel.** You're either going to get it or it's going to "get" you.

International News' sales, and letters from exhibitors everywhere, tell the story.

The demand for the news reel, on the part of the people, is growing stronger all the time, becoming more insistent, more dominant with every issue. It's like a gigantic landslide, gaining momentum every minute, threatening to crush those who try to stem it.

Granted, that you may be doing a good business now, without the news reel. That's only NOW and theatre success is not entirely of the moment—it stretches into the future and depends on a patronage-building policy that will continually make more people feel that your theatre is their theatre. The only way to successfully make them feel this is to **anticipate** their wishes.

We tell you that news reel desire is in their minds now, even if they may not have expressed it. Don't give them a chance to come to you. Get to them first. **Anticipate this desire. Give them International News right away.** You must win any way you look at it. If you persist in calling it a cost it's a very small premium to pay against patronage loss. As a matter of fact, you're going to find it a **big dividend investment** and you're going to be sore at yourself for all the time you've wasted.

Hunch yourself. Don't let another day go by. **Now is the time to book.**

INTERNATIONAL NEWS

Released through UNIVERSAL

SERVICE THAT *IS* SERVICE

Mr. Exhibitor: Below is shown a sample made-up Ad, similar to those appearing in the Press Sheet each week. Although Universal justly prides itself on the thorough and immediate service it renders to the Exhibitor, occasionally the Press Books are delayed. To assist the Exhibitor in making up forceful advertisements, The Moving Picture Weekly will offer a specimen made-up ad. each week. The Exhibitor will find that, by combining one of the Advertising Display Lines on this page with a One-Column Scene Cut, he will have a punchful, business-building advertisement superior to the usual run of advertising material sent out by the average producer.

Protective Instinct: the Desire To Help Those Who Don't Need Help—That's What Ailed the Heroine of "Don't Get Personal" and Caused All the Trouble That Entangled Four Hearts.

* * *

Patricia Wasn't a Sweet Little Country Lassie Experiencing Her First Taste of the City's Pleasures—She Was a Sophisticated Flapper From New York Who Found the Country "Too Much" For Her.

* * *

The Girl Who Made the California Beaches Famous—Marie Prevost—In a Story of a Dangerous, Vamping Flapper.

* * *

Right Fresh From the Pure Air of Broadway, She Ran Into Danger In the Perilous Atmosphere of the Country!

* * *

She Brought Into the Sober Wainwright Home a Pair of Eyes With a French Accent and a Heart Full of the "Protective Instinct."

* * *

Marie Prevost, the Star With the Form Divine, Supported by Humorous T. Roy Barnes and Beloved Old George Nichols In a Story of a Fascinating Flapper Flirting Flippantly With Fate.

* * *

Into the Peaceful Wainwright Home She Brought Her Broadway Ways—and How Much She Learned In the Country That Broadway Couldn't Teach!

Have You a "Fixer" In Your Home?

She Played a Ukelele Half the Day and Spent the Other Half Trying To Save Innocent Young Men From Vamps!

SEE

Cut No. 1-A B

LYRIC THEATRE

All Next Week

Girls, Take Young Lawyers Off Your List—They Want To Know Too Much. That's What Patricia Parker Found Out When She Tried To Save an Innocent Young Man From a Wicked Vamp.

* * *

A Career as a Savior of Young Men About To Be Snared by Bold, Bad Vamps Was All She Wanted—But When She Tried It, What Cupid Did Do To Her!

FOR THE HERALD

Cupid's a mean little creature. He'll stand for ust so much and no more!

Patricia Parker didn't know this. In fact, Patricia didn't know half so much as she thought she did. And she had an inquisitive temperament that would beat Pandora's all hollow.

She felt herself responsible for poor Horace Kane. She just had to keep him from marrying some wicked vamp! And a wicked vamp got hold of him—which left Patricia in the fix of having to get him out of his fix when she didn't know anything at all about such fixes!

She learned at the last minute that he had been lured to the lair of the Cleopatra dame. He might even be married at that very moment!

She rushed madly for the place. At the same time the only man she really cared for, John Wainwright, was dashing to the same place to give Horace Kane a beating for keeping her interested in him. The plot gets thicker and thicker and——

One, two, three, GO!—to this theatre next .... and see the fascinating little flapper vamp, Marie Prevost, handling a whole flock of love affairs while her own is in a mess! "Don't Get Personal" is the name of the picture—a Universal, of course—and Clarence Badger directed it.

Publicity for Marie Prevost in "Don't Get Personal"

GREAT DANE CO-STARS WITH BATHING BEAUTY

"LEADING, a dog's life!" That's a common phrase. It has a meaning nothing else could express.

And yet if people only knew what a happy existence is led by such talented canines as Teddy, the Great Dane seen in Marie Prevost's Universal starring attraction, "Don't Get Personal," coming to the .... theatre next ...., the phrase might lose some of its punch.

Teddy draws a salary for his cleverness which makes many of the human beginners and bit players in pictures take on a sour expression when they think of it. He gets a hundred bones—metal ones—every pay day when he is working.

But Teddy is worth it. He'll do anything he is told to do. And he hasn't that affliction of temperament which is almost as common among animal players as it is among the human artists. He is good-natured nine-tenths of the time and willing to be persuaded the other tenth.

In the work of "Don't Get Personal," Teddy had a great old time. He has the playfulness that any healthy, well-treated dog should have.

The dainty brunette star isn't very "hefty." She isn't at all the size for romping with such a monster as Teddy. She weighs 118 pounds and Teddy 160. With that balance of 42 pounds in his favor, what Teddy didn't do!

Much of Teddy's work is with the star; in fact, he has a principal part Consequently he was with Miss Prevost on the set most of the time. But whenever they would get to playing, with one good tug or with a mischievous lunge when she had hold of his chain, he could take her off her feet. But being a gentlemanly creature, he would then stop and "laugh" at her.

MARIE PREVOST in "DONT GET PERSONAL" ITS A UNIVERSAL

MARIE PREVOST in "DONT GET PERSONAL" ITS A UNIVERSAL

SEXY FILMS OUT OF DATE SCREEN AUTHORITIES SAY

IT once was true that all that was needed to fill a motion picture theatre was to bill the entertainment as a sex problem picture.

That day is past—and many hope it will never return.

The day of the comedy drama is here. Pictures of life "as is," but shedding a humorous light on everything are the vogue. And they're much more wholesome and really more entertaining.

That is the sort of attraction "Don't Get Personal," the Universal comedy drama at the .... theatre next .... offers. It presents a picture of the flapper that couldn't be more realistic, and at the same time it couldn't be funnier. Marie Prevost is the star—that means something.

What makes a good film play?

According to motion picture authorities, it's cooperation—but not of the usual kind.

The kind of cooperation desired in making a first-class screen feature is the attention of every member of the producing unit to the star and her personality.

Since the success of the picture depends largely on the star and her work in the dominating rôle, every one, from the director down to the least important electrician, must remember what every scene means to that dominating interest. Does it help it along, or does it present a new angle, beautiful but not in harmony with the main thought? Everything must be done to give the picture proper unity and make it show one principal thing clearly.

SWIMMING AND GOLF AID DEVELOPMENT OF FIGURE

WHAT made Marie Prevost queen of the bathing beauties and gave her the most admired figure in pictures?

On hot days, swimming. On cool days, golf on a course near Universal City. At least, that's what she says. Of course, she was "born that way," and with the training she has always followed has kept herself in fine physical trim.

In "Don't Get Personal," the Universal special attraction which brings her in a stellar performance to the .... theatre next ...., she shows that acting, and not the display of a shapely figure, is what the Fates intended her for. In the Universal comedy dramas in which she has starred since leaving the beach queen comedy ranks, she has displayed a talent and cleverness that makes one wish that she hadn't stayed in the bathing beauty class so long.

When she was discovered by Mack Sennett during a visit she paid to one of his actresses one day, she joined the beauty squadron formed by Gloria Swanson, Phyllis Haver and Mary Thurman. Like them, she eventually graduated into the dramatic star class.

But she'll always be glad that she spent her early girlhood developing her nearly perfect figure until she knew no peer in the beauty class on the screen. For in the comedy dramas such as "Don't Get Personal," besides the constant semi-display of the form occasioned by women's fashions of to-day, there is a scene now and then requiring more than ordinary beauty to "put it over."

T. Roy Barnes is the leading man and Clarence Badger the director of "Don't Get Personal."

—:o:—

PROTECTIVE INSTINCT IS PART OF 1922 FLAPPER MAKE-UP

THE story of a Broadway girl vacationing in the country, who was lured by her "protective instinct" to meddle in the love affairs of others, is on the screen at the .... theatre.

Marie Prevost is the star of "Don't Get Personal," the Universal special attraction, and Clarence Badger directed the filming.

Marie Prevost's rôle gives her ample chance to be charming, beautiful and—an actress. Remembering her as a queenly bathing beauty, one can hardly believe it is she who is doing these semi-emotional rôles in Universal comedy dramas, some of them hard enough to prove her a fine comedienne. T. Roy Barnes leads the male half of the supporting cast.

The Star and Story of "Don't Get Personal"

WHEN the news came out that petite Marie Prevost, the bathing girl with the million dollar form and the baby vamp eyes, had joined the ranks of dramatic stars, hundreds of thousands of fans were interested. They knew what Marie, the comedy queen, was like, but they waited in suspense to see what she'd be like with tears in her limpid orbs and the lines of real acting in her movements before the camera.

Then came "Moonlight Follies," "Nobody's Fool" and "A Parisian Scandal," and the answer to the question was in every one of these Universal photodramas. She was great!

Which proved two things—the verity of the oft-quoted statement that bathing girl comedies are splendid training for emotional starring roles, and that Universal City is a fine place to step out as a motion picture star.

For at least two years before her big opportunity came, Marie had wanted to try dramatic parts. Merely sitting around in dazzlingly inextensive costumes and vamping silly heroes and life savers through short reels of smash-bang park bench romance—that wasn't Miss Prevost's own conception of a grand time. As a career it struck her as a fine life sentence for crime.

That's why she went to Universal. Now comes "Don't Get Personal" to the .... Theatre. The dainty star will be seen in a mischief maker's role with just enough real daredeviltry in it to add spice to every foot of the film. She impersonates a girl who isn't satisfied with the way Cupid handles someone's else love affair, and by meddling in it, makes the heart dart artist so angry that she gets a chronic case of the romantic affliction for herself.

Clarence Badger directed Miss Prevost and T. Roy Barnes, Roy Atwell and other noted players through the film.

FRESH from the front row chorus of the peppiest show on Broadway, Patricia Parker starts for a needed rest in the country, with her big Great Dane lapdog. She descends upon the bucolic surroundings of Silas Wainwright, an old friend of her father, and the most dignified and wealthiest citizen of the little town of Wainwright.

At the time of her arrival, Silas is laying down the law to Horace Kane, a wealthy young dumb-bell who thinks he would like to be the husband of Emily, the Wainwright pride and joy. John Wainwright, the serious-minded son of Silas, ably seconds his father. Her sense of justice and her protective instinctive aroused, Patricia immediately takes the part of Horace, and from then on determines to play Cupid for the romance of Emily and her dumb-bell.

She reckons without Maisie Morrison, the village vamp, who sets a jaunty cap for Hopeless Horace. Also, Patricia overlooks the fact that her instinct of conquest is leading her directly to John, the long-faced woman hater of the Wainwright fireside.

The predicaments Patricia gets into trying to disentangle Horace from his clinging vine, Maisie, and the heart entanglements into which she precipitates herself with the haughty John, now thawing like a snow-man in May, come to a whirlwind climax when Patricia has to call upon all her Broadway shrewdness to save Horace from the hymenal altar of sacrifice.

John, now aroused to a jealous fury, finds Patricia dragging Horace from the vamp's interrupted bridal party, and mistakes the escape for an elopement or something. There isn't any fight. John only hits Horace once. That's enough.

As the result of the storm which has raged around his ears, Silas orders Patricia back to Broadway. John, for the first time in his life, overrules his father, and takes Patricia to his heart. Patricia influences him to bring Horace and Emily together again.

AT A GLANCE

TITLE—"Don't Get Personal."

BRAND—Universal Special Attraction.

STAR—Marie Prevost.

SUPPORTING PLAYERS—T. Roy Barnes, Roy Atwell, George Nichols, Daisy Robinson, Del Lorice, Sadie Gordon, Alida B. Jones, Ralph McCullough.

DIRECTED BY—Clarence Badger, the man who made many of the Will Rogers successes.

STORY BY—I. R. Ving.

SCENARIO BY—Doris Schroeder.

PHOTOGRAPHY BY—Milton Moore.

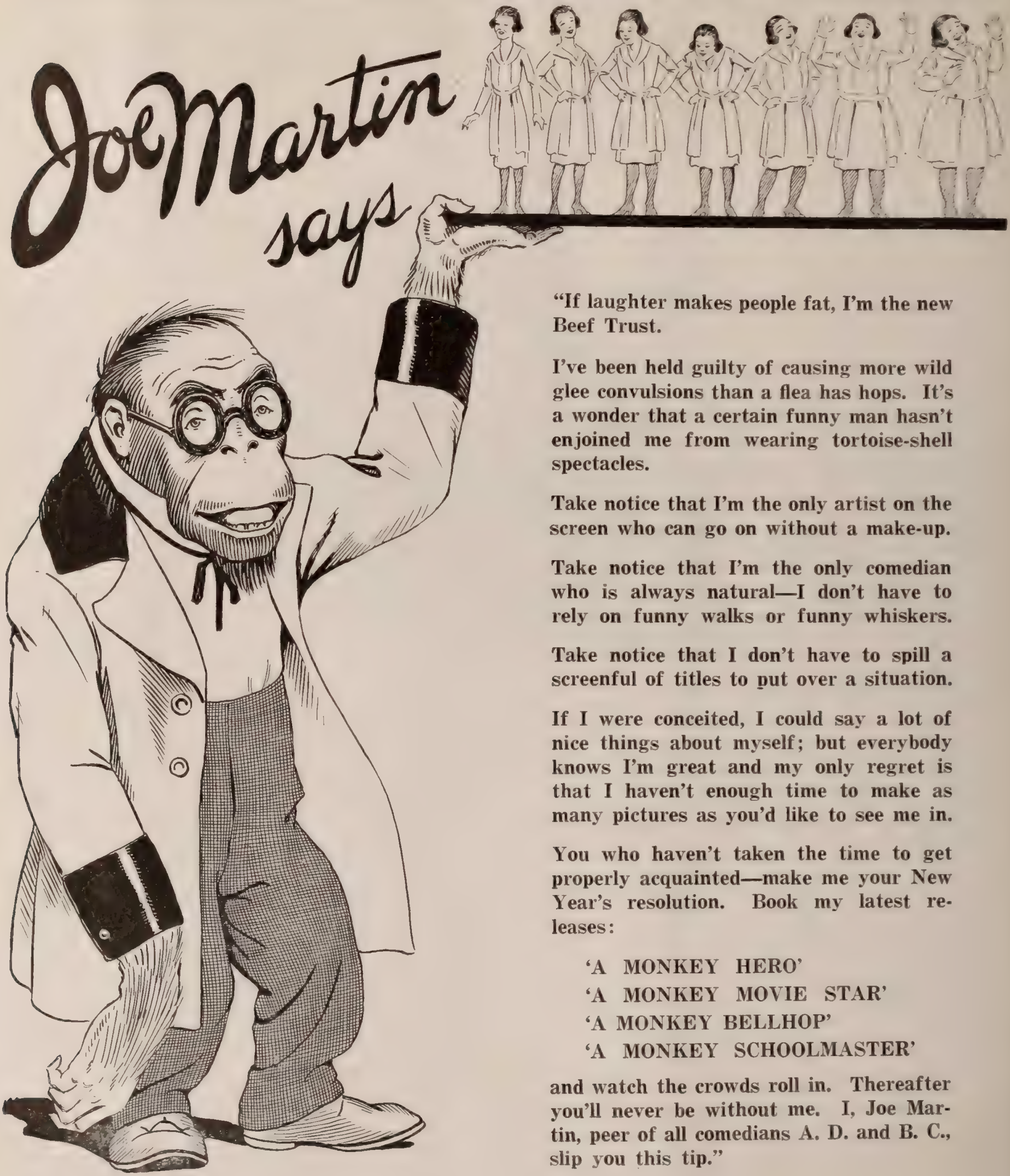
LOCALE—The country estate of millionaires, a roadhouse, and a doubtful hotel.

TIME—To-day.

CAST

Patricia Parker	**Marie Prevost**
John Wainwright	**T. Roy Barnes**
Silas Wainwright	**George Nichols**
Emily Wainwright	**Daisy Robinson**
Horace Kane	**Roy Atwell**
Maisie Morrison	**Del Lorice**
Arabella New	**Sadie Gordon**
Jane New	**Alida B. Jones**
Jimmie Barton	**Ralph McCullough**

Joe Martin says



"If laughter makes people fat, I'm the new Beef Trust.

I've been held guilty of causing more wild glee convulsions than a flea has hops. It's a wonder that a certain funny man hasn't enjoined me from wearing tortoise-shell spectacles.

Take notice that I'm the only artist on the screen who can go on without a make-up.

Take notice that I'm the only comedian who is always natural—I don't have to rely on funny walks or funny whiskers.

Take notice that I don't have to spill a screenful of titles to put over a situation.

If I were conceited, I could say a lot of nice things about myself; but everybody knows I'm great and my only regret is that I haven't enough time to make as many pictures as you'd like to see me in.

You who haven't taken the time to get properly acquainted—make me your New Year's resolution. Book my latest releases:

'A MONKEY HERO'
'A MONKEY MOVIE STAR'
'A MONKEY BELLHOP'
'A MONKEY SCHOOLMASTER'

and watch the crowds roll in. Thereafter you'll never be without me. I, Joe Martin, peer of all comedians A. D. and B. C., slip you this tip."

UNIVERSAL-JEWEL COMEDIES de LUXE

Short but $URE!

GOOD dependable short stuff is to your program what a well-secured mortgage is to your family income—a safe and certain proposition with a regular revenue. You may gamble with a feature now and then, if you like, because features come and features go, but the brand of short stuff you use should be a regular, year-in-and-year-out proposition. It must be of a uniform and high quality always.

UNIVERSAL Short Stuff is as safe and certain as a realty-secured mortgage. It is Universal short stuff that sees many a house through the lean Summer months to a profit. And short stuff is just as important to you now—TODAY—as it ever was. That's why we keep it to a standard so high that you never have to look at it to be assured of its quality—and that's why hundreds of exhibitors say: "Universal always did make the best short stuff." For instance—

TWO-REEL CENTURY COMEDIES

HARRY SWEET in

"SHIPWRECKED AMONG ANIMALS"
"THE DUMB-BELL"
"PLAYING POSSUM"

BROWNIE, the Wonder Dog, in

"CHUMS"
"AROUND CORNERS"
"TIN CANS"

BABY PEGGY in

"THE MUDDY BRIDE"
"SEA SHORE SHAPES"

TWO-REEL JEWEL COMEDIES

JOE MARTIN in

"THE MONKEY SCHOOLMASTER"
"THE MONKEY BELL HOP"

LEE MORAN in

"P. D. Q."
"ROBINSON'S TROUSSEAU"

JACK PERRIN in

"THE DANGER MAN"
"BOTH BARRELS"
"THE RIM OF THE DESERT"
"THE PHANTOM TERROR"

GEORGE LARKIN in

"THE CALL OF DUTY"
"BEAUTY AND THE BANDIT"
"RAIDERS OF THE NORTH"
"THE HONOR OF THE MOUNTED"
"THE FIGHT WITHIN"
"ROARING WATERS"

EILEEN SEDGWICK in

"A WOMAN'S WIT"
"A BATTLE OF WITS"
"THE GIRL IN THE SADDLE"
"THE NIGHT ATTACK"

EDDIE POLO in

"THE RETURN OF CYCLONE SMITH SERIES"

ART ACORD

"FAIR FIGHTING"
"THE CALL OF THE BLOOD"
"THE RANGER'S REWARD"

The Anthology of a Film Town

With Apologies to Ed Howe of Kansas

OUR town is just like any other American town, except that its 600 acres are entirely devoted to making movies. Folks like each other and hate each other just as cordially as they do in the best communities. There couldn't be any more catty talk if there was a Ladies' Aid Society, nor any more frequent examples of spontaneous good-fellowship if it was all an Elks' lodge.

Harry Brown, chief engineer, doesn't understand why the publicity department makes him wear a whaling costume when there's a flood. He says if he has to be photographed whle saving the studio, they'll have to do it catch-as-catch-can.

$1,103,736.38

Folks thought things would quiet down when "Foolish Wives" was shipped to New York to start gathering up some of the $1,103,736.38 spent, to make it, but it doesn't seem like it would ever simmer down. Twenty-one directors making twenty-one different pictures with twenty-one stars is quite a majority in a small town.

When House Peters came out to star in "Human Hearts" and then "The Storm" someone started the rumor that he was hard to get along with. He could be elected mayor of Universal City by just announcing his candidacy. It's like the story of the man who walked into a town. "What kind of people do you have here?" he asked an oldtimer. "What kind of people did you leave?" answered the old fellow.

Carl Laemmle's boy, Julius, is following in his dad's footsteps. He knows what every picture does in every town and has just predicted that Universal will get its money out of "Foolish Wives" in seven months.

"Tin Lizzies"

Herbert Rawlinson has good sense. He gets enough wages to ride around in a car with a double-jointed name, but he travels in a little medium-priced roadster. He figures that it goes just as fast and just as far for less money and that a man who rides in a high-priced car for the looks of it needs something like that to bolster up his popularity.

Edward Laemmle, excited for a moment, called Duke R. Lee "Biffalo Bull." Duke is a strapping big fellow and he looks like the late Colonel Cody. He plays the role in Universal's chapter-play, "In the Days of Biffalo Bull"—pardon—"Buffalo Bill."

All-Comedy Midnight Show Starts the New Year Right for Meyer's Palace, Hamilton, O.

FRED S. MEYER, director of the Palace Theatre Beautiful, Hamilton, Ohio, is to be congratulated upon the artistic Yuletide number of his attractive weekly program magazine. The enterprising manner in which his theatre started the New Year is worthy of considerable mention.

"Start The New Year Right" is Meyer's slogan, as announced on the first page of thirty-two-page program. A special midnight show, composed of nine single and two-reel comedies (including "Blue Sunday," a recent Universal-Jewel release starring Eddie Lyons and Lee Moran), a jazz band, six acts of vaudeville, a ten-act amateur show and the distribution of confetti and noise-makers, commenced at 11 P. M. and lasted till after sunrise. Patrons were invited to stay as long as they liked.

All Comedy Program

Several Universal-Jewels have been booked by Meyer for the coming year, including "Reputation" and "No Woman Knows." It is of interest to note that the Priscilla Dean masterpiece is one of two productions which have been honored by the Palace Theatre Beautiful in being held over for an extended run.

Meyer's innovation, the running of an all-short-reel-comedy program, was watched with decided interest by exhibitors throughout the country. The trend in this direction is becoming more marked every day, and it is felt that Century Comedies, which have frequently been featured in preference to the so-called "feature" of five reels, will be used as the basis of many other all-comedy programs.

Virginia Theatre, Champaign, Ill, Opens; International News Reel Being Booked

THE editor has just received one of the most artistic, interesting opening programs which has ever come to his desk. It marks the opening of the new Virginia Theatre at Champaign, Illinois, a beautiful house of Italian design and constructed in terra-cotta of delicate colors and shadings. Its interior is carried out in Spanish Renaissance that very cleverly conceals indirect lighting of the most approved and agreeable type.

The Virginia Theatre opened with the legitimate success "The Bat." Legitimate attractions will be played on Mondays, Tuesdays and Wednesdays and moving pictures on Thursday, Friday and Saturday. In its moving picture program the Hope Jones orchestral organ, a large orchestra and two vocal soloists will be featured. Incidentally the International News has been booked by the new playhouse for the coming season.

Positively the Best Serial We have Ever Used"

Says W.L.Mack, Mgr.
Grand, Empire and Liberty Theatres
Jonesboro, Ark.

"Presenting history in pictures is the greatest forward step in the past two years in the business. It will do away with much of the censorship agitation, make thousands of picture patrons and greatly add to the prestige of the whole industry. 'WINNERS OF THE WEST IS POSITIVELY THE BEST SERIAL WE HAVE EVER USED."

Carl Laemmle
presents

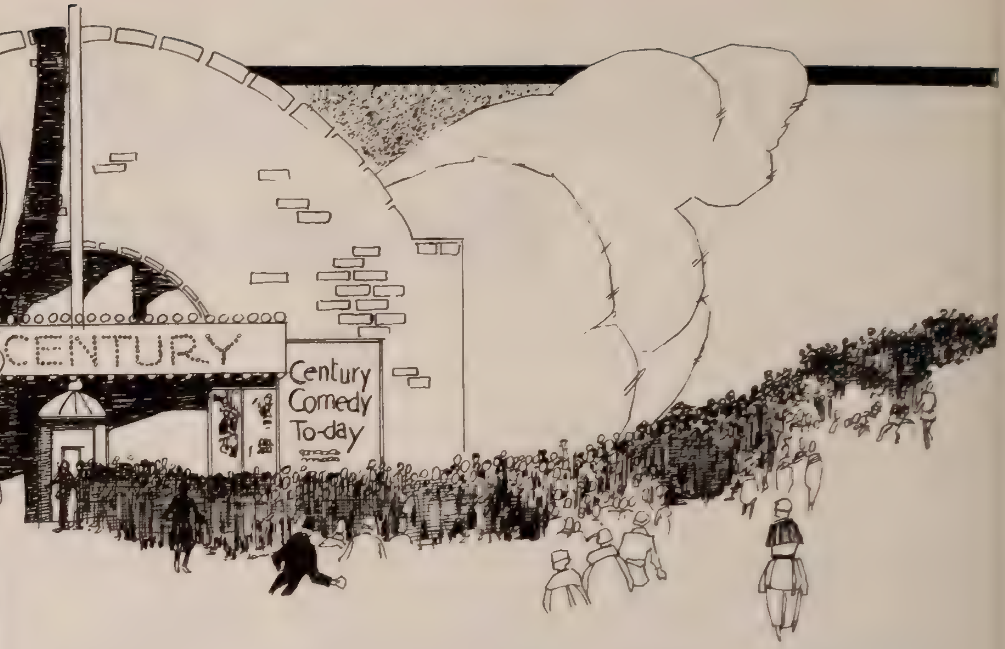
ART ACORD

in

"Winners of the West"

Universal's Red-blooded
American History Chapter-play
By Edward Laemmle

Lee Moran



Brownie

Baby Peggy

Harry Sweet

IF anything were necessary to make Century Comedies the premier laugh-getting business-producers of the industry it is the acquisition of such "big guns" in the comedy field as LEE MORAN. The reputation he established in Universal-Jewel Comedies has placed him in the very front rank of the screen funny men and there isn't a better drawing-card in the business. It's one more big name added to the famous roster of Century stars and is still another instance of the progressiveness and continual building policy of the Century Comedy producers.

CENTURY COMEDY STARS AND THEIR PICTURES

Lee Moran
"The Straphanger"

Forthcoming:
"The Touch Down"
"Upper and Lower"

Baby Peggy
"A Muddy Bride"
"Get-Rich-Quick Peggy"

Forthcoming:
"Little Miss Mischief"

Brownie
"Tin Cans"
"Around Corners"

Brownie and Baby Peggy (co-starred)
"Chums"
"Brownie's Baby Doll"

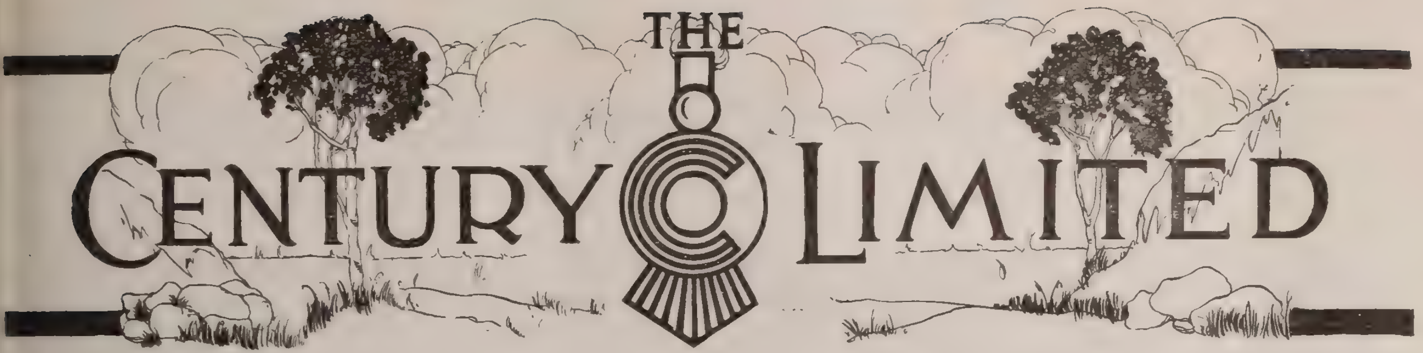
Forthcoming:
"Circus Clowns"

Harry Sweet
"Playing 'Possum"
"The Dumb Bell"
"Shipwrecked Among Animals"

Forthcoming:
"An Idle Roomer"
"Horse Sense"

CENTURY COMEDIES

RELEASED THRU UNIVERSAL



THE CENTURY LIMITED

"*Travels the Road of Fun*"

Published weekly, its sole aim
being better acquaintanceship with

CENTURY COMEDIES

1600 BROADWAY — NEW YORK CITY

The Engineer: - - - - DAVID BADER

The Passengers: - - - *Everyone who reads*

The Century Limited

Vol. I — JANUARY 21, 1922 — No. 3

WELCOME TO OUR NEW HOME

Well, folks, we've gone and done it! We've moved into new and permanent headquarters—and we're here to stay. The Moving Picture Weekly has given us generous space and a lease that will run as long as the Weekly does. And we all know that'll be forever. So we're going to make this week a house-warming one for The Limited, and we're inviting every one of you to call on us every week of the year. We'll never be out and—we'll have enough room for all of you. Furthermore, we'll have some corking comedies on ice for you whenever you drop in.

So we say: Call on us, make generous use of our new home and feel perfectly at home at all times. We're here to stay and unless you make good use of the little bit we'll tell you every week why, we'll get lonely and lonesome.

Let's make this a regular party. Jump aboard—we're off!

LOEW'S NEW YORK CIRCUIT BOOKS "THE STRAPHANGER"

Loew's largest and most palatial vaudeville and motion picture palaces of New York have contracted to play Lee Moran's first Century Comedy. Some will play it for one day, others will play it two, three or four days. Among the more popular Loew theatres that will play the comedy are the Metropolitan, one of Brooklyn's largest vaudeville theatres, the American, the New York, the 42nd Street, the 86th Street, the Bijou, the 116th Street, the Alpine, the 7th Avenue and the Victoria. These theatres are considered to be the first-class houses of their respective districts and their patronage is reputed to be the most discriminating in the country.

"The Straphanger," at the same time is hanging up other fine records, among them being the recent two weeks' engagement at the Central, where it played to most receptive audiences. And down in Greenwich Village, the Sheridan Square Theatre played "The Straphanger" for the entire week of January 1st. The Sheridan Square Theatre, by the way, has the reputation of being the most beautiful theatre in the famous Village.

Not so bad, Lee—not so bad!

DON'T FORGET TO WRITE 1922. *We know it's hard, but don't forget*—1922—1922—1922!!

BABY PEGGY'S AND BROWNIE'S FIRST 1922 CENTURY AT THE RIVOLI, N. Y.

Again Baby Peggy and Brownie graced the magnificent screen of the Rivoli Theatre for the entire week beginning December 25th. The comedy, "Chums," was their first for 1922, and Mr. Hugo Reisenfeld also used the comedy on his Children's Christmas Show and on the regular program with the feature. Baby Peggy and Brownie are starting the year right, alright!

Speaking about the clever pair, listen to what Fritz Tidden of the Moving Picture World says: "Among the distinctly outstanding short comedies being produced at the present time are the two-reel Century Comedies which have Brownie, the wonder dog, and Baby Peggy as co-stars."

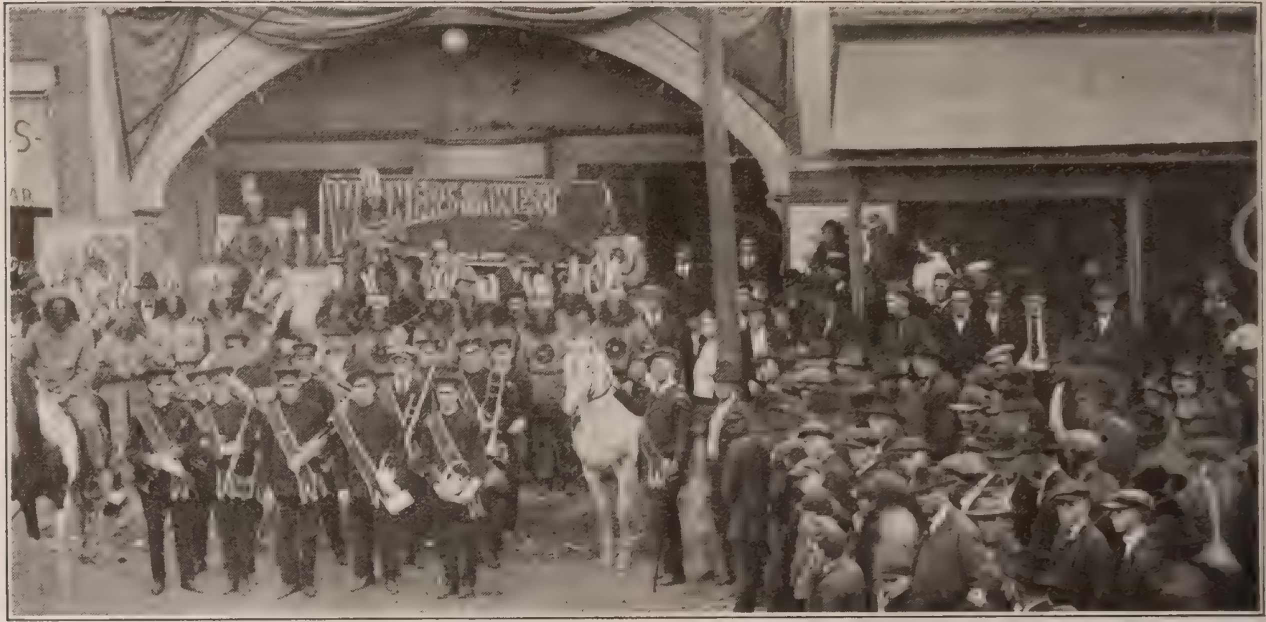
And this from a critic whose criticisms are written without fear or favor!

SEE YOU NEXT WEEK, FOLKS.

THE ENGINEER.

What Theatre Owners Are Doing

LOCAL ORDER OF "RED MEN" HELPS EXPLOIT "WINNERS OF THE WEST"



E. Lee Marks, Manager of the Liberty Theatre, Fountain Inn, S. C., Originated One of the Cleverest Exploitation Stunts of the Month for "Winners of the West." He Succeeded in Tying-up With the Local Lodge of Independent Order of Red Men, Which Turned Out in Full Regalia, Accompanied by a Brass Band and Mounted on Twelve Pinto Bronchos. The Parade Put Over the Art Acord Continued Feature With a Bang. Exhibitors Are Advised To Adapt Mr. Mark's Novel Idea to Their Own Requirements. It is a Sure-fire Tie-up and Deserving of Congratulations.

EXHIBITORS' TID-BITS

Leo Brecker has booked Art Acord in "Winners of the West" for the Plaza Theatre, one of the exclusive carriage trade theatres of New York City.

—:o:—

Gainsboro and Pailey will open the New Ronson Theatre, Newark, N. J., with a Universal feature.

—:o:—

And speaking of new theatres opening, Jack Hirsch will open the Gotham Theatre, 138th St. and Broadway, New York City, about the middle of January.

—:o:—

Frank Hall has purchased the Hespe Theatre of Jersey City from "Doc" Hespe, well known Jersey City dentist and showman, who has been running that theatre for some period.

—:o:—

Joe Weinberg, whose sales activities on Universal's New York Exchange sales staff have gained for him many friends in the exhibitor sphere, acted as Master of Ceremonies for the opening of the New Douglas Theatre, 132nd Street and Lenox Avenue, which opened its doors on New Year's Eve.

—:o:—

Frank Valley of the East End Theatre, New York City, is in bed with sciatic rheumatism.

—:o:—

Jack Stein, manager of Feiber & Shea's Bijou Theatre in Orange, N. J., lost his mother last week. The entire film industry extends condolence to Mr. Stein in his grief.

—:o:—

Frank Horn of the New Atlantic Theatre, New York City, is elated over "Winners of the West." The Art Acord serial has been bringing great results to his box-office, he says.

—:o:—

S. Goldberg of the Fifth Avenue Theatre, N. Y., has installed a new $10,000 organ in his theatre just in time for the opening of Priscilla Dean in "Conflict." Another new feature of this theatre is the new $6,800 marquise which adorns the front of the theatre, making the Fifth Avenue one of the most attractive photoplay houses in the city.

—:o:—

More 100 per cent. Universal exhibitors deserving special mention are J. Norton of the Yorkville Casino and Joe Philips of the Photo-play Theatre, New York City. They have booked the entire Universal output.

—:o:—

Harry Carey, in "The Fox," will play the Newark Theatre in Newark, N. J., starting December 23d, for one week.

—:o:—

The new Partheon Theatre, Wyckoff and Myrtle streets, in Brooklyn, N. Y., has been converted to Universal serials. Herman Weingarten, manager of the Partheon, booked the new Geo. Walsh serial, "Stanley in Africa," through Harry Furst, to start running about the middle of January.

EXHIBITORS' OWN PAGE

"High Heels," with Gladys Walton—A real feature. One that will please anywhere. The best she has made since "Pink Tights."—Ed. L. Wegener, Lyric Theatre, Valley Jct., Ia.—Neighborhood patronage.

—:o:—

"A Daughter of the Law," with Carmel Myers—Excellent. Not classed as a super-special, but should be. Book it and boost it. You can't go wrong on this one.—W. P. Perry, Rialto Theatre, Cheyenne Wells, Colo.—Small town patronage.

—:o:—

"No Woman Knows," with a special cast.—Wonderful picture. Another one as good as "Once to Every Woman" and that's going some.—C. H. Smith, Eectric Theatre, Morning Sun, Ia.—Small town patronage.

—:o:—

"Shipwrecked Among Canibals," with a special cast.—Used two column newspaper ads. Put out heralds every day, five days before showing Also used the oil painting lobby from the exchange. Picture is old, but got us the best house we have had in over a year. Admission 15 and 30 cents. Carnival opposition.—H. G. Stettmund, Jr., Odeon Theatre, Chandler, Okla.—General patronage

—:o:—

"The Wallop," with Harry Carey.—A real Western. Pleased 100%. Patrons are all glad that Carey is getthing back to real action Westerns where he belongs.—H. J. Graybell, Family Theatre, Bridgeport, O—Neighborhood patronage.

—:o:—

"Action," with Hoot Gibson.—"Action" is right. You couldn't wish for a better western. Star is getting very popular.—Chas. Kuchan, Idylhour Theatre, Canton, Ill.—General patronage

—:o:—

"Opened Shutters," with Edith Roberts.—An excellent picture from every standpoint. Peased 100%.—C. H. Smith, Electric Theatre, Morning Sun, Ia.—Small town patronage.

—:o:—

"Tiger True," with Frank Mayo—This is a good one. Let's have more like it.—J. J. Hoffman, Happy Hour Theatre, Burke, S. D.—Neighborhood patronage.

—:o:—

"Society Secrets," with Eva Novak.—Patrons went home pleased and it sure is a 100 per cent picture. Drew good.—B. W. Snyder, Temple Theatre, Richmondville, N. Y.—Neighborhood patronage.

(Courtesy Exhibitors' Herald)

"The Virgin of Stamboul," with Priscilla Dean—This one pleased all my patrons and is the best one I have shown in a month. Drew very good.—J. Knapp, Florida Theatre, Florida, N. Y.—Neighborhood patronage.

—:o:—

"Wolves of the North," with Eva Novak.—A dandy Northern picture that pleased One fan said he liked it better than any Northern picture he had seen.—H. G. Stettmund, Jr., Odeon Theatre, Chandler, Okla.—General patronage.

—:o:—

"Once to Every Woman," with Dorothy Phillips.—By using the song exploitation, together with novelty orchestra, packed the house at all shows. A little old, but pleased 100 per cent. They are still talking about it.—C. G. Velas, Family Theatre, Bridgeport, O.—Small town patronage.

—:o:—

"Go Straight," with Frank Mayo—Drew very well and pleased a Sunday crowd. Give us more of the same kind.—Ralph W. Crocker, Star Theatre, Elgin, Ill.—Neighborhood patronage.

—:o:—

"The Whole D—m Family Now"

Olney, Philadelphia.

Dear Mr. Tyson:

Your serial, "Winners of the West," which I started last Saturday, received many pleasing remarks, especially from the adult patrons. In showing serials it has always been my desire to please the children, but it looks like the whole d—m family now.

More power to "Winners of the West." Yours for success,

STARLIGHT THEATRE,
H. S. Jennings, Manager.

"No Woman Knows," with a special cast.—An excellent picture that pleased a big audience. Has Mama and Papa Kantor of "Humoresque" fame in the cast.—H. G. Stettmund, Jr., Odeon Theatre, Chandler, Okla.—General patronage.

—:o:—

"The Magnificent Brute," wtih Frank Mayo.—A fine picture. Book it.—H. J. Graybell, Family Theatre, Bridgeport, O.—Neighborhood patronage

—:o:—

"Society Secrets," with Eva Novak.—A picture with a splendid moral and a clean picture. One that is bound to please. Drew good.—G. Strasser, Emblem Theatre, Buffalo, N. Y.—Neighborhood patronage.

—:o:—

"Desperate Youth," with Gladys Walton.—Miss Walton becoming more popular every day. Very pleasing picture and no dark brown taste. Packed house.—W. C. Allen, Casino Theatre, Antwerp, N. Y.—Small town patronage.

—:o:—

"A Shocking Night," with Eddie Lyons and Lee Moran.—One of the best five-reel comedies we ever ran. Our patrons said so, too.—H. H. Woody, Princess Theatre, Lincoln, Kan.—Small town patronage.

—:o:—

"Winners of the West" (Universal) with Art Acord.—Have run the third episode and find this pleased my people better than any serial I have shown. It is different. It does not repeat like most of the serials. You can't go wrong in booking this.—R. H. Stephens, Royal Theatre, Sheridan, Ark.

"Most Wonderful Ever Seen."

TELEGRAM
LOS ANGELES, CALIF.
UNIVERSAL FILM MFG. CO.

PREVIEW "MAN TO MAN," WITH CAREY, CONSIDERED FINEST JEWEL PRODUCTION SINCE "HEART OF HUMANITY." HIGH CLASS IN EVERY RESPECT. FULL OF THRILLS, GOOD COMEDY, GOOD HEART INTEREST AND MOST WONDERFUL PHOTOGRAPHY AND LIGHTING EVER SEEN. HOPE RELEASE THIS IN SEVEN REELS.

C. L. THEUERKAUF, MGR.,
LOS ANGELES EXCHANGE.

WE TOLD YOU SO!

(Courtesy Exhibitors' Herald)

"The Freeze Out," with Harry Carey.—A good western without a murder in it, something unusual. A picture that pleased all.—W. C. Allen, Casino Theatre, Antwerp, N. Y.—General patronage.

—:o:—

"The Devil's Passkey," with Eric Von Stroheim.—Went big and certainly a fine picture. Charged 50 cents and played capacity.—L. A. Guessaz, Palm Theatre, St. Cloud, Fla.

—:o:—

"Outside the Law," with Priscilla Dean.—I got 1,000 stickers for this and got the kids interested in sticking them on each other's backs. This got them excited. I sent out over 200 postcards with a friendly invitation. I sent some catchy lines and a cut to the newspaper. Everybody talked "Outside the Law" and, best of all, I had a big turn out The picture was grand. Lon Chaney, Wheeler Oakman, Miss Dean and the kid deserve especial credit.—Mrs. W. H. Helfer, Itasca theatre, Alice, Tex.

"Sure Fire," with Hoot Gibson.—Another hit from Hoot. Big business and the people liked it all the way. It is a breezy western story with lots of comedy and pleases kids and adults. —Ben L. Morris, Olympic Theatre, Bellaire, O.—General patronage.

—:o:—

"Reputation," with Priscilla Dean. —Miss Dean climbs to the upper reaches of fame in this picture. Comparable to Barrymore in "Dr. Jekyl and Mr. Hyde." Strong support. For those who enjoy acting for itself alone, this will prove enjoyable.—Philip Rand, Rex Theatre, Salmon, Idaho.

—:o:—

"The Man Trackers," with a special cast.—A good picture of its kind. More fights in it than in a history of Ireland.—Charles Lee Hyde, Grand Theatre, Pierre, S. D.—Small town patronage.

"Go Straight," with Frank Mayo.—A "Cracker-Jack." Best Mayo in many months and pleased everyone. Drew good business.—W. H. Creal, Suburban Theatre, Omaha, Neb.—Neighborhood patronage.

—:o:—

"Thunder Island," with Edith Roberts. Wonderful picture and pleased 90 per cent. Drew fair.—F. E. Milles, Richmond Theatre, Richmond, Ind.—Transient patronage.

—:o:—

"Moonlight Follies," with Marie Prevost.—A good, pleasing picture, as are nearly all Universals.—G. W. Yeaton, Ioka Theatre, Exeter, N. H.—Neighborhood patronage.

—:o:—

"The Magnificent Brute," with Frank Mayo.—A real production. Go to bed with a Universal contract under your pillow. When you wake up count the coin.—F. W. Gates, Lyric Theatre, Holley, N. Y.—Neighborhood patronage.

—:o:—

"No Woman Knows," with a special cast.—Pleased 100 per cent., especially the Jewish people, who sent me several congratulations. A very true-to-life picture. — Chas. Blaine, Morgan Theatre, Henrietta, Okla.—General patronage.

—:o:—

"Action," with Hoot Gibson.—This picture will please any audience that likes Western stories. Gibson is a big favorite and draws better than many of the swell-headed stars.—Ben L. Morris, Olympic Theatre, Bellaire, O.

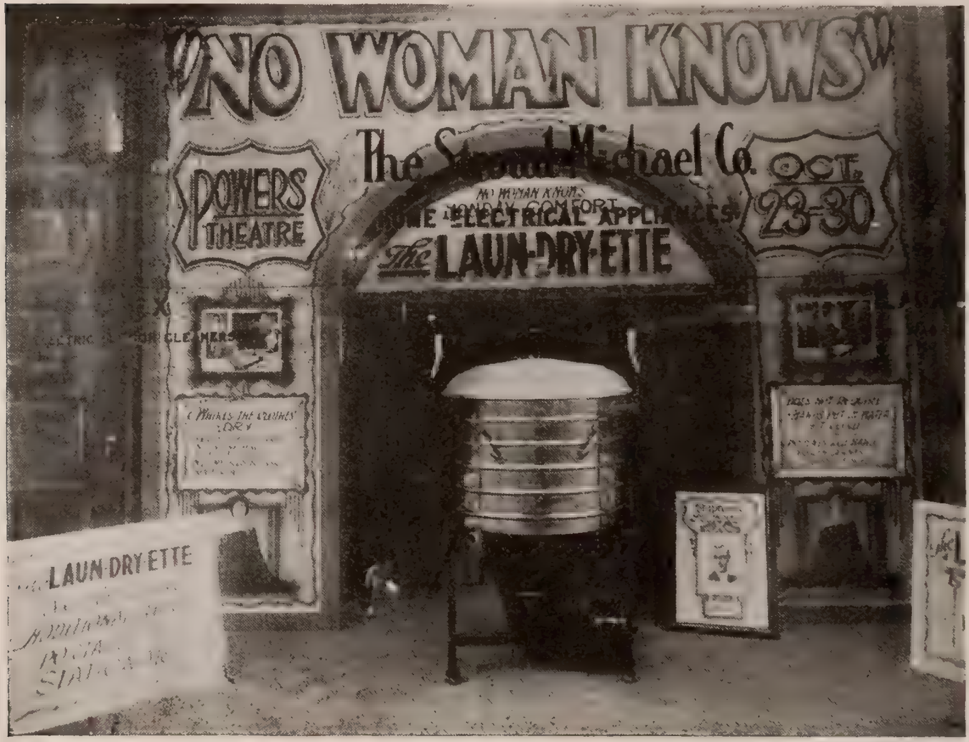
—:o:—

"The Shark Master," with Frank Mayo. — Very good, but not the best Mayo has ever made. But you need not be ashamed of this one. —Spalding Bros., Gem Theatre, Taylorville, Ill.—Neighborhood patronage.

—:o:—

"The Smart Set," with Eva Novak.—This picture pleased our patrons very much, being so good and clean. You can't go wrong on these Universal special attractions. Very few of them that we have used have proven mediocre.—W. C. Allen, Casino Theatre, Antwerp, N. Y.—Small town patronage.

EFFECTIVE TIE-UP FOR "NO WOMAN KNOWS"



Possibilities for Exploitation Tie-ups on "No Woman Knows" Are Apparently Limitless—Joseph H. Mayer, Universal Exploiteer For the Detroit Exchange, Recently Hooked Up the Edna Ferber Jewel With a Clothes Washing Display in That Territory — Note the Unusual Amount of Publicity Given the Motion Picture in the Store's Window.

THE CHAT PAGE

EXHIBITORS: Please let us know what you are doing—we are interested, and our readers are interested, in hearing about any innovations, improvements or renovations you make in your house. If you "pull" any original exploitation stunts, devise any striking lobbies, or originate an effective ballyhoo, SEND IN PHOTOS OF THEM! You will be given full credit and your ideas may help some other exhibitor, and his will help you. Address all communications to "THE CHAT PAGE," Care of THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

MOVIE CONVENTION TO BE HELD AT WINNIPEG SOON

A Winter Carnival, Movie Ball and Midnight Frolic will be a few of the attractions of the General Open Convention for the Motion Picture Interests of Manitoba which will be held in Winnipeg, February 7, 8 and 9.

* * *

The Allens have sold out their interests in Yorkton, Manitoba, to Harry Bronfman. M. E. Ferguson, former manager for the Allen Theatre, now called The Yorkton, is still managing the attractive playhouse.

* * *

Oral Coakley, formerly manager of the Lyceum Theatre, Winnipeg, is now managing the Capitol Theatre of that city.

* * *

J. E. Condon of the Star Theatre, DeKalb, Ill., was in recently to the Universal's Chicago Exchange, and wanted to repeat on "The Fox." Condon says he did a very good business with "The Fox," and it pleased the women especially.

* * *

J. H. Cooper, manager of the A-Muz-U Theatre, Scotville, Michigan, has the right idea about short product. In a recent letter to Joe Friedman, manager of the Detroit Universal exchange, Mr. Cooper stated: "I have been thinking of putting on a short reel bargain show, and naturally when thinking of short stuff, I think of Universal. Please quote me a price on news reels. I am using a lot of your two-reel comedies now, so please in making further bookings vary the stars as much as possible. I have used three or more of nearly every brand of two-reel comedies made and consider it poor judgment or hard luck that caused me to use yours last. I consider them the cleanest and best-pulling comedies on the market. Twice the Baby and the Dog sent my patrons home smiling when I had disappeared after seeing the five thousand feet of junk some one shipped me for a feature."

* * *

W. S. Riegle, of the Star Theatre, Bancroft, Michigan, swears by Universal Special Attractions. Note the following letter to the Universal Detroit Exchange: "You are surely sending us some good pictures, and we appreciate them very much. We are always sure of good business on a Frank Mayo or a Harry Carey or Gladys Walton. Some of our patrons will pass up a Curwood picture and wait for Frank Mayo."

* * *

Henry Heilwick of the Duchess Theatre, Delmont, Pa., made one of his annual visits to the Pittsburg Universal office last Friday. Heilwick states he is only operating two nights a week at the present time. While in the office salesman Burgun booked him for the new 48 special attractions and two serials, "Winners of the West" and "The Secret Four." Heilwick says he does not have to go to Pittsburg for another year, as he knows he will have no trouble with service when he books Universal.

* * *

Chris Schweer of the Grand Theatre, Latrobe, Pa., did a capacity business on Priscilla Dean's latest picture, "Conflict." He ran it for two days and did more on the second day than the first, and he intends repeating the Dean-Jewel in the very near future. Schweer is a staunch Universalite and a one hundred per cent. Universal exhibitor.

* * *

H. G. Hodgson, manager of the Sagamore Theatre, Sagamore, Pa., signed a contract last week which made his theatre a one hundred per cent. house. The contract in question was one for the entire output of Universal Special Attractions. He is open only four nights a week, and two of those nights are solid Universal, and the other two nights some of Universal's product is used.

* * *

Chas. Findler of the Virginia and Colonial Theatres, Wheeling, W. Va., is one of the live exhibitors in the Pittsburg territory, and says that he always is assured of extremely good business when he runs Universal Jewels, which he always plays for one week each. Findler has been in the show business for the last twenty years. He is his own exploitation man, and invariably puts every picture over with a bang. Some of his exploitation ideas have been copied by other large theatres in the district.

* * *

Mr. J. A. Smalley, Eilte Theatre, Fort Qu-Appelle, Sask., writes: "I greatly appreciate the quality of Century Comedies, and am showing them regularly each week with your special attractions, and will say they draw as many people as any feature on my program."

What the "N. Y. Journal" Says About "Don't Get Personal"

Marie Prevost Is Fascinating in Her Picture at Central

CENTRAL THEATRE — Marie Prevost in the Universal Production, "Don't Get Personal." T. Roy Barnes, Roy Atwell and Daisy Robinson are in the supporting cast.

Marie Prevost is quite a little person—pert and smart of style and still new to screen patrons. We haven't grown tired of her tricks and graces yet. She fascinates.

This latest story is all about a tired, jaded and sophisticated Broadway chorus girl who is sent by a wise daddy (genuine father of the head-of-the-house variety) to spend a few months with relatives in a smaller city. According to her dad, the girl has no beliefs in the doughnut and glass of milk mode of small-town life. From the time the girl is steered into the home life of these relatives by a big dog and a lot of luggage events start "upside-downing."

The story is frothy and entertaining, and Miss Prevost is charming in a variety of modes and moods.

The Central, by the way, is steppin' right along in the way of an entertainment institution devoted to the cinema. There is a fine surrounding bill this week, including some good music.

Ask Your Nearest Exchange For Information About Films

* * *

Consult With the Managers of Our Exchanges to Book the Pictures Advertised in This Magazine

Buffalo, N. Y.—Universal Film Exchange, 257 Franklin St.; M. A. Chase, Mgr.

Butte, Mont.—Universal Film Exchange 23 So. Montana St.; A. W. Skoog, Mgr.

Charlotte, N. C.—Universal Film Exchange, 307 W. Trade St., E. F. Dardine, Mgr.

Chicago, Ill.——Universal Film Exchange, 831 S. Wabash Ave.; I. Leserman, Mgr.

Cincinnati, Ohio—Universal Film Exchange, Pioneer and Broadway; Cleve Adams, Mgr.

Cleveland, Ohio—Universal Film Exchange, 21st and Payne; Tom Colby, Mgr.

Denver, Colo.—Universal Film Exchange, 1422 Welton St.; E. Gerbase, Mgr.

Des Moines, Ia.—Universal Film Exchange, 918 Locust St.; E. B. Haines, Mgr.

Detroit, Mich.—Universal Film Exchange 159 E. Elizabeth St.; J. Friedman, Mgr.

Indianapolis, Ind.—Universal Film Exchange, 113 W. Georgia St.; R. W. Abbett, Mgr.

Kansas City, Mo.—Universal Film Exchange, Main and 17th Sts.; J. H. Calvert, Mgr.

Los Angeles, Cal.—Universal Film Exchange, 822 So. Olive St.; C. Theuerkauf, Mgr.

Milwaukee, Wis.—Universal Film Exchange, 174 Second St.; Geo. Levine, Mgr.

Minneapolis, Minn.—Universal Film Exchange, Loeb Arcade (R. & F.); J. F. Cubberley, Mgr.

Oklahoma City, Okla.—Universal Film Exchange, 312 W. California; S. Benjamin, Mgr.

Omaha, Neb.—Universal Film Exchange, 1304 Farnam St.; H. F. Lefholtz, Mgr.

Pittsburg, Pa.—Universal Film Excshange, 1018 Forbes St.; A. R. Cherry, Mgr.

Portland, Ore.—Universal Film Exchange, 405 Davis St.; J. L. Frazier, Mgr.

St. Louis, Mo.—Universal Film Exchange, 2116 Locust St.; B. Rosenthal, Mgr.

Salt Lake, Utah—Universal Film Exchange, 56 Exchange Pl.; G. Hager, Mgr.

San Francisco, Cal.—Universal Film Exchange, 221 Golden Gate Ave.; C. A. Nathan, Mgr.

Seattle, Wash.—Universal Film Exchange, 215 Virginia St.; L. J. Schlaiffer, Mgr.

Spokane, Wash.—Universal Film Ex., 10 So. Banard St.; A. H. McMillan, Mgr.

Toronto, Can.—Universal Film Exchange, 350 Yonge St.; C. Hague, Mgr.

SUB-OFFICES

Albany, N. Y.—Universal Film Exchange, 676 Broadway; C. Halligan, Mgr.

Sioux Falls, S. D.—Universal Film Exchange, Colonial Theatre Building; S. W. Fitch, Mgr.

Washington, D. C.—Washington Film Exchange, 307 Ninth St., N. W.; M. J. Glick, Mgr.

Montreal, Can.—Canadian Universal Film Co., 12 Mayor St.; D. Leduc, Mgr.

Calgary, Can.—Canadian Universal Film Co., 407 W. Eighth Ave.; G. Kohn, Mgr.

Vancouver, B. C., Can.—Canadian Universal Film Co., 553 Granville St.; L. Jacobs, Mgr.

Winnipeg, Man., Can.—Canadian Universal Film Co., 40 Aikens Bldg.; G. F. Law, Mgr.

St. John, N. B., Can.—Canadian Universal Film Co., 87 Union St.; P. C. Taylor, Mgr.

Charleston, W. Va.—Universal Film Exchange, 707 Dryden St.; J. E. Daly, Mgr.

Ft. Smith, Ark.—Universal Film Exchange, 709 Rogers Ave.; C. H. White, Mgr.

New Haven, Conn.—Universal Film Exchange, 126 Meadow St.; M. Joseph, Mgr.

San Francisco—Universal Film Exchange, District Manager; E. Armstrong, Mgr.

Minneapolis, Minn.—Universal Film Exchange, District Manager; I. Gettleson, Mgr.

Denver, Col.—Universal Film Exchange, District Manager; H. M. Herbel, Mgr.

Philadelphia, Pa.—Universal Film Exchange, District Manager; E. J. Smith, Mgr.

Chicago, Ill.—Universal Film Exchange, District Manager; Herman Stern, Mgr.

INDEPENDENT OFFICES

Atlanta, Ga.—Con. Film & Supply Co., 111 Walton St.; W. Oldknow, Mgr.

Dallas, Tex.—Con. Film & Supply Co., 1815 Main St.; N. E. Depinet, Mgr.

El Paso, Texas—Con. Film & Supply Co., 608 N. Oregon St.; R. McIlheran, Mgr.

Jacksonville, Fla.—Con. Film N Supply Co., 1015½ W. Bay St.; J. R. Barton, Mgr.

Memphis, Tenn.—Con. Film & Supply Co., 226 Union Ave.; W. E. Sipe, Mgr.

New Orleans, La.—Con. Film & Supply Co., 914 Gravier St.; W. Richardson, Mgr.

Boston, Mass.—American Fea. F. Co., 60 Church St.; Harry Asher, Mgr.

Philadelphia, Pa.—Interstate F. Inc., 1304 Vine St.; V. R. Carrick, Mgr.

New York, N. Y.—Big U Exchange, 1600 Broadway; W. Herman, C. Rosenzweig, Mgrs.

Why we advertise this picture!

WE have been advertising "NO WOMAN KNOWS" for the past seventeen weeks, and we intend to advertise it for at least seventeen more. WHY? **Because the bigger the attraction the more we advertise it.** When a picture does not measure up to the Universal standard the advertising on it is withdrawn, AND YOU KNOW IT.

Our booking sheets, and letters from exhibitors, have established, beyond the shadow of a doubt, that "NO WOMAN KNOWS" is one of the greatest box-office attractions Universal ever made.

One of the most wonderful heart-interest pictures of the decade portraying those homey, human phases of life that will make your patrons thank you, after paying to see the picture.

We're going to keep on telling you about "NO WOMAN KNOWS" **until you play it!** We know it's a winner, the men who have played it know it's a winner and the longer you take to find it out, the longer your bank account will be without the profit it will bring you.

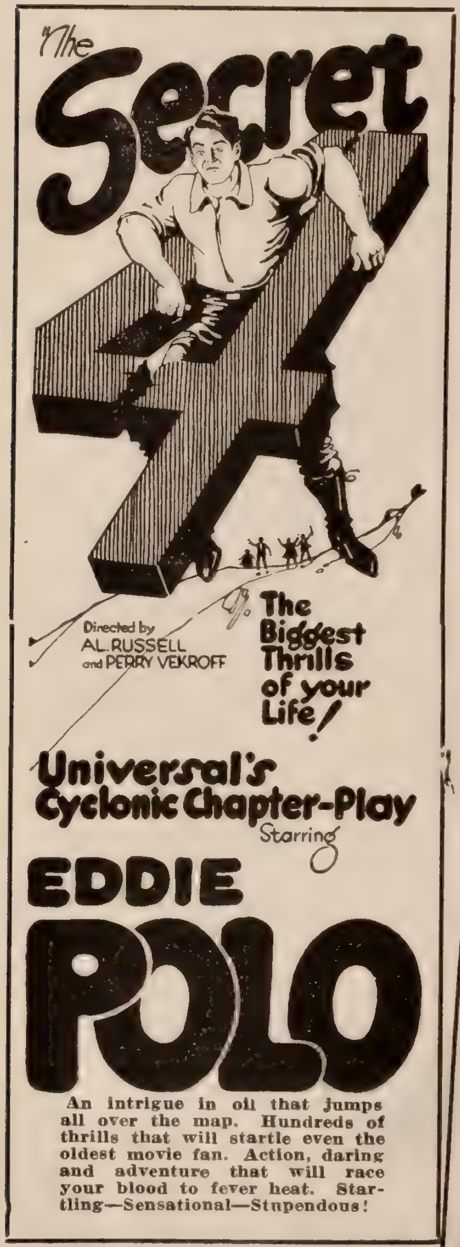
Carl Laemmle
presents
MABEL JULIENNE SCOTT
with
Stuart Holmes
In the Amazing Story
of
"Fanny Herself"
By Edna Ferber

Universal-
Jewel

"NO WOMAN KNOWS"

Directed by TOD BROWNING

WE TELL YOU AGAIN this serial is going to create more friends for you among the younger generation than any picture you have ever played. It's going to fill every seat in your house and please every person in your audience. And the promotion aids prepared for you are in keeping with the value of the production. Universal considers them the biggest business-getters it has ever put out. The longer you wait to book this serial the more money you are losing. DO IT NOW.



The Secret 4

Directed by AL. RUSSELL and PERRY VEKROFF

The Biggest Thrills of your Life!

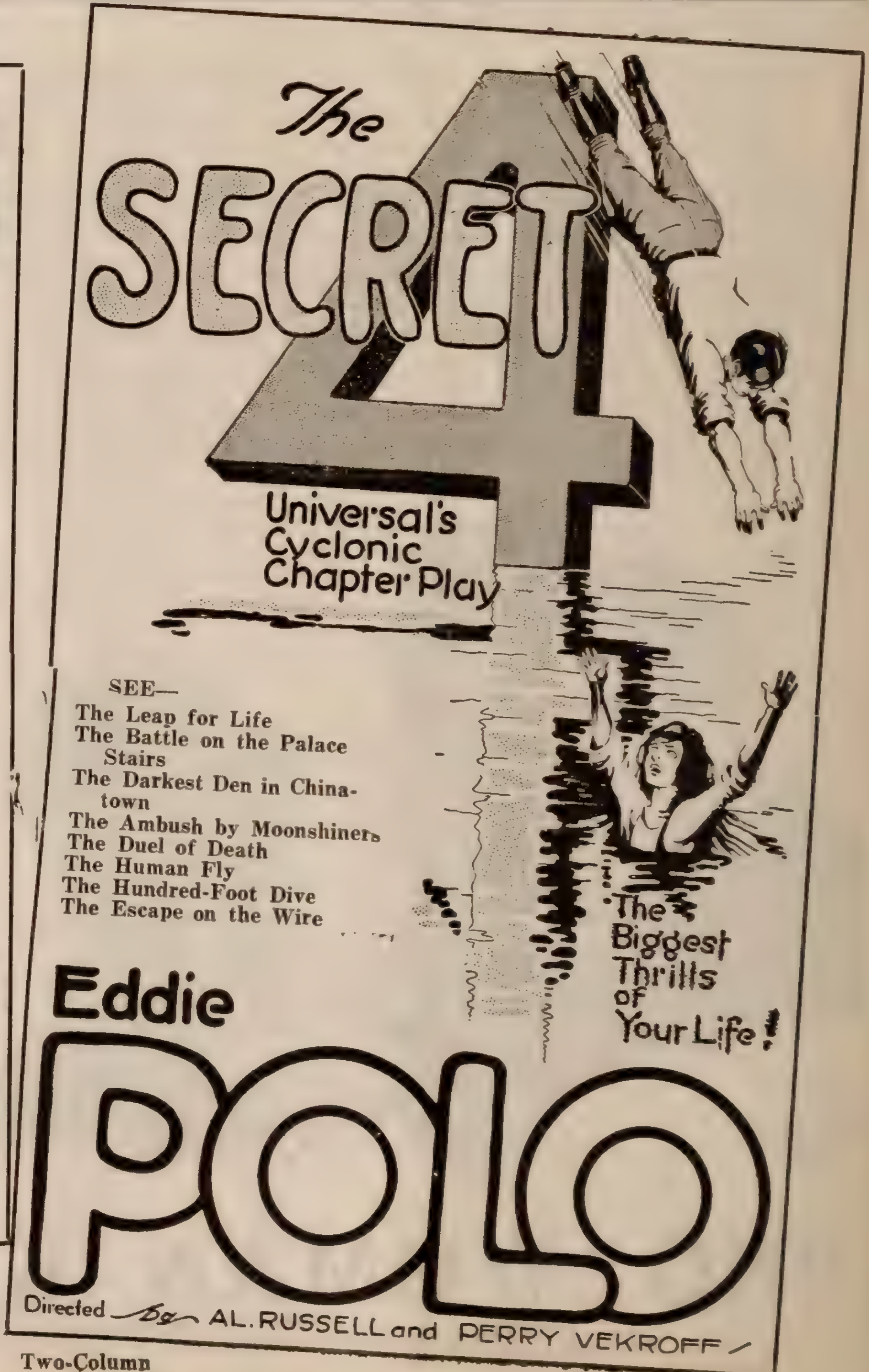
Universal's Cyclonic Chapter-Play

Starring

EDDIE POLO

An intrigue in oil that jumps all over the map. Hundreds of thrills that will startle even the oldest movie fan. Action, daring and adventure that will race your blood to fever heat. Startling—Sensational—Stupendous!

One-Column
Newspaper Cut



The SECRET 4

Universal's Cyclonic Chapter Play

SEE—
The Leap for Life
The Battle on the Palace Stairs
The Darkest Den in Chinatown
The Ambush by Moonshiners
The Duel of Death
The Human Fly
The Hundred-Foot Dive
The Escape on the Wire

The Biggest Thrills of Your Life!

Eddie POLO

Directed by AL. RUSSELL and PERRY VEKROFF

Two-Column
Newspaper Cut

CURRENT RELEASES

Special Attractions

Starring

HERBERT RAWLINSON

"The Millionaire"
"Cheated Hearts"

◆

Starring

FRANK MAYO

"Dr. Jim"
"Across the Deadline"

◆

Starring

HOOT GIBSON

"Red Courage"
"Sure Fire"
"The Fire Eater"

◆

Starring

GLADYS WALTON

"High Heels"
"Playing With Fire"

◆

Starring

MARIE PREVOST

"Nobody's Fool"
"A Parisian Scandal"
"Don't Get Personal"

◆

Starring

MISS duPONT

"The Rage of Paris"
"False Kisses"
"Shattered Dreams"

JEWELS

◆

PRISCILLA DEAN

"Conflict"

◆

"No Woman Knows"
(With Mabel Julienne Scott)

◆

"P. D. Q." (Two Reels)

◆

HARRY CAREY

"The Fox"

◆

JOE MARTIN

(Two Reels)
"A Monkey Schoolmaster"

Two Reel Releases

EILEEN SEDGWICK

"The Dream Girl"
"A Battle of Wits"

◆

JACK PERRIN

"A Bluejacket's Honor"
"The Phantom Terror"

◆

SPECIAL CAST

"Captain Kidd's Finish"
"The Night Attack"

◆

ART ACORD

"Fair Fighting"

◆

REGINALD DENNY

"The Leather Pushers" Series

◆

"Cyclone Smith" Series

EDDIE POLO

"A Battle Against Odds"
"Square-Deal Cyclone"
"The Yellow Streak"
"The Heritage of Hate"
"Cyclone Smith's Vow"
"A Ride For a Rancho"

◆

"Ned of the News" Series
"The Room of Death"

Serials

Starring

GEORGE WALSH

"With Stanley In Africa"

◆

Starring

EDDIE POLO

"King of the Circus"
"Do or Die"
"The Secret Four"

◆

Starring

EILEEN SEDGWICK

"Terror Trail"

◆

Starring

ART ACORD

"The White Horseman"
"Winners of the West"

◆

Two Reel Century Comedies

"Playing 'Possum"
"Get Rich Quick Peggy"
"A Family Affair"
"Chums"
"The Dumb-bell"
"Shipwrecked Among Animals"
"The Straphanger"
"An Idle Roomer"
"Circus Clowns"

◆

One Reel Star Comedies

"Line's Busy"
"Ice Box Pirates"
"Heart Breakers"
"Show Me Your Samples"
"Oh, Nursie!"
"Fur Coats and Pants"
"Westward Whoa!"
"Almost A Rancher"
"Penny Ante"

INTERNATIONAL NEWS TWICE-A WEEK

MILLIONAIRE "PUG" WINS FIGHT WITH HAND BROKEN

"THE LEATHER PUSHERS"

From the Stories by H. C. WITWER
Directed and Scenarized by
HARRY A. POLLARD
Starring **REGINALD DENNY**

Round One

CAST:

Kane Halliday	**Reginald Denny**
Joe Murphy	**Hayden Stevenson**
"Dummy" Carney	**Sam J. Ryan**
"Tin Ear" Fagin	**Charlie Ascott**
Roberts' Trainer	**Sam McVey**
Irene Gresham	**Helen Tombs**
Her Father	**Brian Darley**
John Halliday	**Warren Cook**

Prizefighters, trainers, touts, etc., played by well-known pugilists and sporting men.

KANE HALLIDAY, gentleman boxer, learns that his father has become bankrupt.

He is without means to retrieve his father's and his own fortunes except through his skill as a boxer.

"Tin Ear" Fagin, a prize-ring hanger-on and trainer, recommends him as "comer" and possible "champeen" to "Dummy" Carney and Joe Murphy, two third-rate fight promoters.

They make a deal with Halliday to fight him under the name of "Kid" Roberts, and his first contest is arranged with Du Fresne, the Canadian champion.

When the fight begins it is obvious that he is holding back and stalling for time, instead of forcing the fight, as expected. "Dummy" Carney, disgusted with his new fighter, believing him to be "yellow," offers to surrender his share in "Kid" Roberts' contract to Joe Murphy for $100, a proposition which Murphy accepts.

The "Kid" is pretty badly battered up, but suddenly he sees a vision of the wealthy Irene Gresham, whom he is to wed.

It develops he has won the fight with a broken hand. Joe Murphy shows him the contract and tells him they are to be associated together. He tells him that "Dummy" Carney has withdrawn from the partnership. "Dummy" Carney, indignant at the outcome of the fight, believes he has been double-crossed by Roberts and Murphy.

Sam McVey, prominent in the fistic profession, who appears in Round 1 of "The Leather Pushers," died recently. This film marks his first and only appearance on the screen.

WINS PRIZEFIGHT; BUT LOSES SHARE OF GATE

"THE LEATHER PUSHERS"

Round Two

DUMMY KARNEY, Kane's former manager, tries to get him back; he is sore because he thinks Murphy and Halliday have framed him.

Murphy loses all his and Kane's money in a crap game and it is necessary for his protege to train in the park, as gymnasiums cost money. While jogging along Kane sees his fiancee in an auto. She stops and talks with him, but does not learn he is a prize-fighter until Karney drives up and starts a scene and bawls Kane out for being crooked. Kane loses his temper and knocks Karney "cold" before his girl, who leaves in disgust.

Kane is matched to meet "Special Delivery" Kelly, who has never been licked. Murphy bets his end of the prize money that Kane will knock out Kelly in two rounds. The fight goes three rounds before Kane, ignorant of his manager's bet, finishes Kelly.

Although victor, Kane is again broke, as his end of the purse has been lost. Just as things look gloomiest, Halliday gets another jolt—his fiancee returns the engagement ring. Kane starts to call her names when Murphy interrupts and tells him that she is a sweet woman, takes the ring and makes a bee-line for the nearest pawn-shop.

—:o:—

DYNAMITE AND FLOUR DO NOT MIX AS LOVE POTION

"AN IDLE ROOMER"

Two-Reel Century Comedy
Starring **HARRY SWEET**

HARRY wakes up from a dream that had transferred him from his cozy bed to the Sultan's harem. And just as he wins the hearts and the hands of the beauties of the harem, he wakes up. His awakening brings to him the sudden realization that he is only an idle roomer.

He is in love with the daughter of one of the boarders, who, by the way, was one of the reasons why bootleggers are so wealthy. But father had other ideas for little daughter; he had big Bud in mind as the father of his daughter's children. But Harry, the little devil, has already won the heart of the daughter.

Bud, in revengeful moments, puts some dynamite in the flour, and the entire boarding house register at the nearest sanitarium. After a little trouble with Bud, Harry eventually obtains the "yes" from Thelma, and the nuptial knot is tied.

"It's a Century"

KIDNAPPED BABY AND DOG FOUND IN CIRCUS TROUPE

CIRCUS CLOWNS

Two-reel Century Comedy
Starring **Baby Peggy and Brownie**

BROWNIE and Baby Peggy are circus performers, who are really the whole show. The circus would not be without them. The circus owner, a hard, cruel man, knows this, and keeps a watchful eye on them. The truth is, he has stolen Peggy, and Brownie naturally followed. They are regular pals and are ever together.

Brilliant, a detective whose fame came with the finding of clams in clam chowder, goes on a hunt for them, and he chances upon the pair as they perform their various stunts. Brilliant steals the Baby Peggy, and Brownie, of course, follows. The child and dog are returned to the anxious parents and all ends in a happy reunion, after getting rid of the circus owner and the pest-detective.

"It's a Century"

—:o:—

International News No. 2

Daytona, Fla.—Speed kings in year's first race on beach.

San Pedro, Cal.—California, Pacific fleet's new flagship.

Novelties in the Day's News.

Oakland, Cal.—Ducks by thousands flock to famed refuge.

Miami Beach, Florida.—Bathing beaches reveal 1922 styles.

Jackson, N. H.—Ark-builders in gay winter carnival.

Milwaukee, Wis.—Wireless telephone installed on train.

In the Adirondacks, N. Y.—Society takes up dog-sled touring.

Boston, Mass.—Experts seek most perfect back in America.

'Frisco, Cal.—Western fans sees famous golf stars.

Tacoma, Wash.—Sound steamer rams dock in heavy fog.

El Paso, Texas.—Cowboy daredevils in championship meet.

Tad Cartoon.

—:o:—

International News No. 3

Miami Beach, Fla.—Society in "training" for winter gaieties.

Truckee, Cal.—Winter sports lure many Californians.

Washington, D. C.—Mrs. Harding unveils Joan of Arc statue.

Brevities in the Day's News.

Red Bank, N. J.—Ice-boats speed.

New York City.—No more toothache for these youngsters.

Sea Cliff, L. I.—Skating wizards in whirlwind races.

Powers' Cartoon.

AN ALL STAR CAST

WITH HOUSE PETERS

SOON TO BE PRESENTED BY CARL LAEMMLE
IN A STUPENDOUS UNIVERSAL-JEWEL PRODUCTION
DIRECTED BY KING BAGGOT

MILLIONS
SAW
THE
PLAY

MILLIONS
WILL WANT
TO SEE THE
PICTURE

"HUMAN HEARTS"

Sweeping the Country Like a Landslide!

Carl Laemmle offers

HARRY CAREY

in the first Western Super-Production ever screened

"THE FOX"

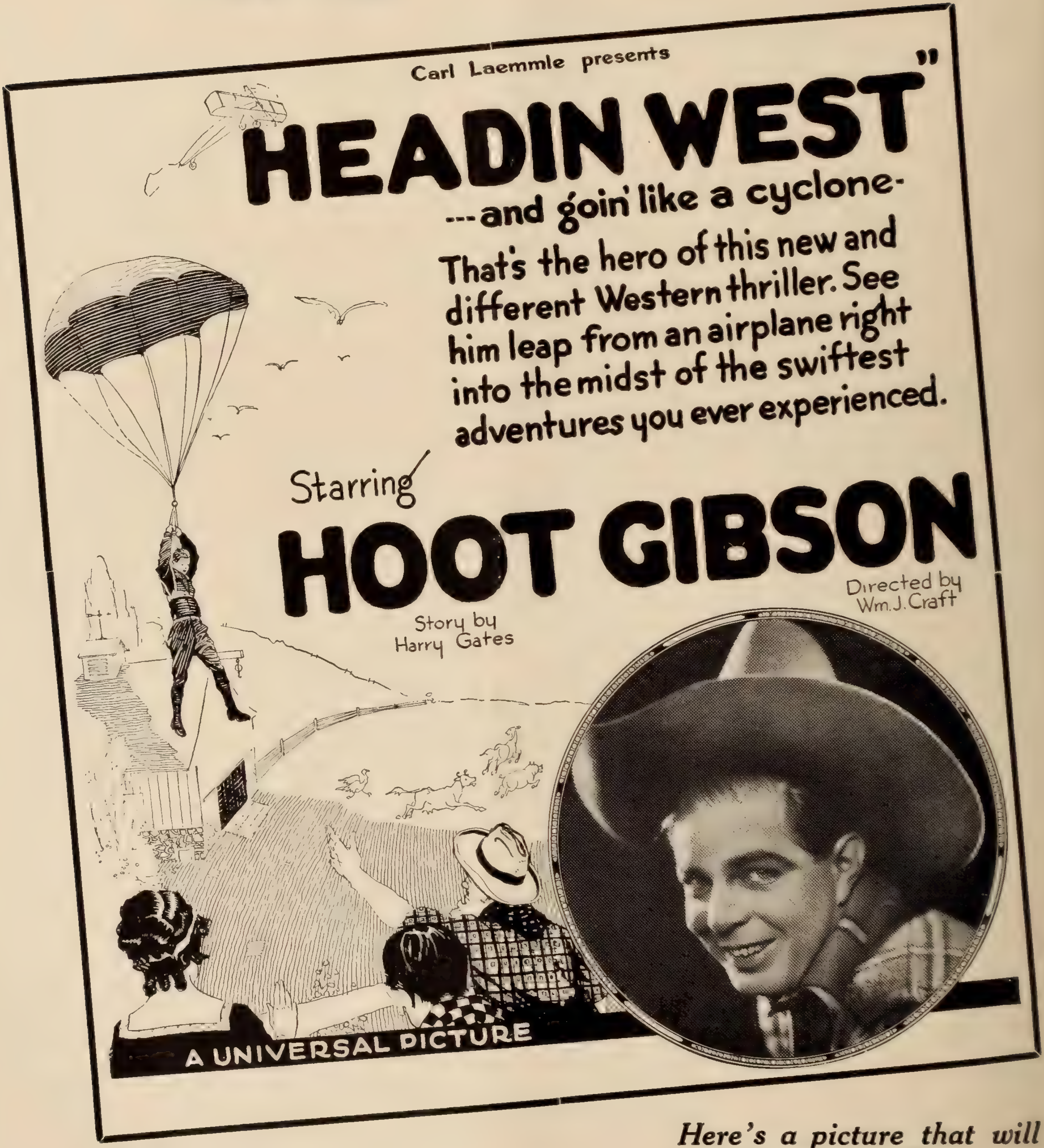
Universal-Jewel *Directed by Robt. Thornby*

The MOVING PICTURE WEEKLY

VOL. 14 NO. 24
JAN. 28, 1922

GEORGE WALSH
IN
"With Stanley in Africa"
UNIVERSAL
CONTINUED
FEATURE

This is the 3-col. News Ad for Hoot Gibson's Next One



Carl Laemmle presents

"HEADIN WEST"

---and goin' like a cyclone-

That's the hero of this new and different Western thriller. See him leap from an airplane right into the midst of the swiftest adventures you ever experienced.

Starring

HOOT GIBSON

Story by
Harry Gates

Directed by
Wm. J. Craft

A UNIVERSAL PICTURE

Here's a picture that will head your box office towards the profit sheet!

IMPORTANT NOTICE!

Universal has a few copies remaining of the "With Stanley In Africa" Press Book. Many exhibitors have written in asking us to send an extra copy of that issue of the M. P. Weekly to keep their files intact, as they had to clip certain pages of the book for their own information. The "With Stanley In Africa" number of the Moving Picture Weekly is recognized as being the finest and most effective Press Book ever published. If, by any misfortune, you did not receive a copy, or if you want an additional copy of Vol. 14, No. 21. [January 7, 1922] write at once to: The Editor, THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

Carl Laemmle
presents

"Don't get

Says M. P. World:

"THIS is the type of entertaining comedy with which this Universal star is rapidly becoming identified and on which she is building a following. It shows the star to advantage. There are a number of amusing situations that brought forth laughs from the audience at the Central Theatre, New York."

UNIVERSAL ·
DIRECTED BY

personal"

Starring

MARIE PREVOST

WITH
T. ROY BARNES
ROY ATWELL
GEORGE NICHOLS

PECIAL·ATTRACTION
LARENCE BADGER

Made from
the most talked-of-story
of the season—published in—

"The

UNIVERSAL
SPECIAL
ATTRACTION

You'll Want to See

WHO	Barney was—the big handsome Irishman with a laugh in his twinkling eye and a merry quip on his lip — a watch on his wrist and a wallop in his fist.
WHAT	made him a wonderful dream to the beautiful girls and a frightful nightmare to their fathers.
WHEN	Barney tackles the job of his life — plus a husky Swede — and gives you a whirl of action and thrills that'll make you hang on to your seat.
WHY	when they wanted a fighting cyclone, a hustler with a business head on his shoulders, they picked Barney, a happy-go-lucky, devil-may-care fellow, gentleman and lover, with a head full of his colleen.
HOW	Barney made good by mixing business and pleasure, using his wits and his fists, winning the little girl who gave him the best scrap of them all.

Carl Laemmle
presents

HERBERT
RAWLINSON

Supported by Gertrude Olmstead and Frankie Lee, in

CRAPPER"

Written By R. G. Kirk

Directed By Hobart Henley

GEORGE WALSH a

A Feature Star in a Great Big Universal Historical Chapter-play

FOR the first time in his career, GEORGE WALSH, big feature star and the idol of millions, is being starred in a great historical Chapter-play.

YOU know that he is a powerful drawing card with both sexes—young and old alike. You know that in offering this star Universal gives you the chance of a lifetime to clean up with a real box-office attraction.

HEADING the large and capable cast in his support you will see LOUISE LORRAINE—as daring as she is beautiful—as charming as she is brave. You know what all this means to your patrons and at your box-office.

GET your booking dates lined up at once with your Universal Exchange and pat yourself on the back for being a smart exhibitor. Act now—TO-DAY!

Carl Laemmle
presents

"With Stanley

d a GREAT SCHOOL TIE-UP

One of the surest and
most practical tie-ups
ever arranged

7000 School Principals Have Been Circularized

IN every town of one thousand population and over the principal of every school has received a personal letter from CARL LAEMMLE, requesting him to see and recommend "WITH STANLEY IN AFRICA" and also to post conspicuously a half-sheet such as you received with your Campaign Book.

THINK WHAT THIS MEANS!
Already over 7,000 Principals have been circularized! Already over 7,000 schools with their millions of children and thousands of teachers know long before you show it that this great Universal Chapterplay is coming to your town.

FIGURE out what all this is worth in advertising alone to you—what it means to have the principal of the school and teachers in the schools of your town backing you up and encouraging the children to go and see "WITH STANLEY IN AFRICA" at your theatre. BUT, before you expect to cash in on this wonderful tie-up, make sure that you have booked it—be the first in your town to get this ready cash that is waiting to be gathered in. In plain English, go out and book it at once!

ERNEST L. CRANDALL
Director of Lectures
Board of Education, N. Y. C.

"You have made a happy choice in selecting the subject 'With Stanley in Africa.' It presents an opportunity for the portrayal of adventure which is not only legitimate but essential to the maintaining of interest in a protracted picture. If you remain true to the incidents of Stanley's voyage there must result a whole that will not only prove fascinating, but exceedingly instructive."

Ernest L. Crandall

Whatever You Do

Read Your Campaign Book

It Means Money To You

In Africa"

Directed by
Ed. Kull

It's Right Because It's Ma

It's True an

FOR many months prio to the actual work o production on Universal' great historical chapter-play "With Stanley In Africa,' a large staff of expert research men went throug books, treatises and maps gathering information o Africa as it was at the tim Stanley made his death-defying journey.

SPECIAL stress was laid upon the facts as related by word and picture by Henry M. Stanley himsel in his world-famous book. "How I Found Livingstone." The illustrations pictured on these two pages are reproduced from that book.

IT would have been an easy matter to have built sets with the usual conventional African atmosphere; it

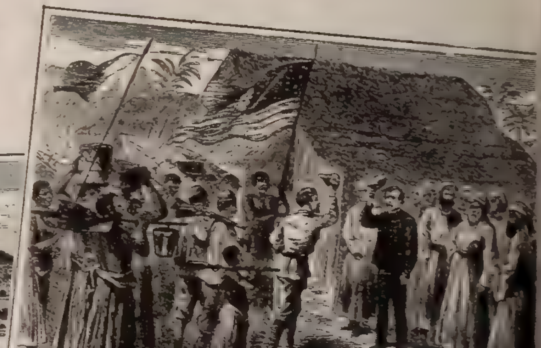
A dangerous tribe, the Wagogo, when incited to war.

Shooting a wildebeest is good sport—if you don't miss.

Hold-ups in Africa didn't pre-suppose "your money or your life.' You were not offered an alternative.

Harsh methods were sometimes necessary to make the native carriers obey.

On Lake Tanganika —the "Superior" of Africa.



Stanley and Livingstone meet.

e Absolutely True to Fact!

Real History!

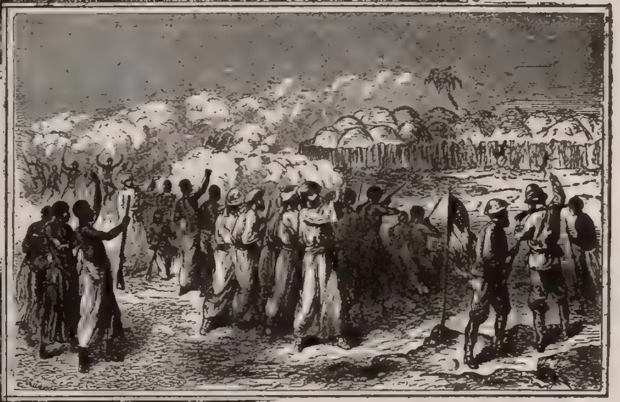
would have been a very simple affair to costume the characters in clothes that would be generally accepted as the regular thing.

BUT that's not the way Universal makes historical chapter-plays. They must be right—they must be authentic — they must reproduce in every minute detail exactly what really and truly happened.

THAT'S why we call them true history re-creations. That's why teachers, parents and censors are backing them up in public and at home. That's why there's a clean-up for you in "With Stanley In Africa," starring George Walsh, the biggest feature star ever to appear in a chapter-play.

Get busy now—at once!

"Pick up thy wagon and walk" was a necessary motto of Africa.



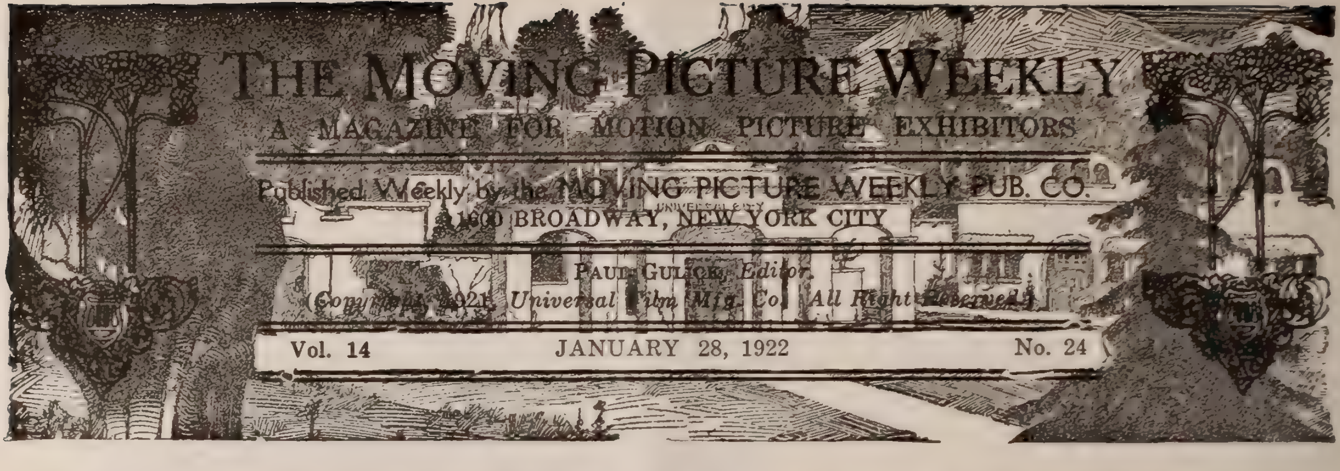
The attack on Mirambo, a powerful native chief.

A wild boar is always dangerous, but when he's wounded, the farther away the better.

Rubber boots would not help much in traveling through the Makata Swamp.

The first white men arrive at the mouth of the Rusiki.

A friendly band, armed to the teeth, greet Stanley at Magala-Urundi.



THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
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PAUL GULICK, *Editor*
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"THE STORM" COMPANY CAUGHT BY BIG STORM

Universal-Jewel Company Trapped At Big Bear In Snow-locked Valley

A FEW months ago a Jewel company went into Oregon to get snow stuff for "Conflict." Owing to the placid nature of the Weather God they stayed two weeks without getting what they went for. The experience of another Jewel company, fortunately just ended, was quite different.

When Universal bought "The Storm," the Langdon McCormick-George Broadhurst play which created such a sensation for its mechanical stage effects, it had been planned to make the moving picture representation of these effects many times more thrilling than the legitimate stage could possibly compass. It was planned to make several of these effects in deep snow for the remarkable effect which can be obtained in that way. For this reason virtually the entire company of twenty-two men and one woman were sent to Great Bear, which at this time of year is almost entirely a snow-bound valley in deep mountains. The company consisted of Reginald Barker, the noted director, House Peters, Virginia Valli, Josef Swickard, Matt Moore, Frank Lanning, Louis Rivera and Lallo Encinas. The expedition was in charge of Jack Voshell, unit production manager; Rowland Rushton and Robert Webb, assistant directors; Dr. Joos, medical officer; property master, Perry Hilburn; cameraman, Friend F. Baker and Howard Hunt.

Provisions Run Low

It was difficult enough getting into the valley, but the snow stuff was so exceptional that they felt well repaid in spending a longer time than they had anticipated. On Friday night when they were just ready to start back, another tremendous snow storm absolutely blocked the treacherous mountain pass through which they had entered and which was now a twisting avenue of gigantic snowdrifts and jagged, bared rocky promentories through which it was utterly impossible for the imprisoned company to break its way to civilization. They had brought with them only enough provisions to last a week and already they were beginning to feel the pinch of hunger and to speculate on how an arctic Robinson Crusoe would have provided for the necessities of life, when the first truck of a relief train sent from Universal City, broke through the pass.

Down in Universal City, Company executives, alarmed at the company's delay in returning and having been apprised of the terrific snow storm, had sent three men in a specially equipped car with plenty of provisions. The heads realized that drastic measures must be taken to rescue the imprisoned company and sent a chief electrical engineer with a ten-ton generator truck with provisions and shovelling apparatus and ten men to break through into Big Bear. The scouting party had reported that it was absolutely impossible to break through the valley with their light equipment and had returned exhausted and despairing of the safety of the company.

Precious Film Saved

Harry D. Brown, electrical engineer in charge of the relief expedition, made his rescue through Cajon Pass, through the worst stretch of road possible to imagine, with a thousand feet of the roadway virtually impassable and necessitating working his ten men in three shifts for an entire day before he could make the terrific grade and break through into the snow-bound valley. Brown has just successfully returned the company to Universal City with the precious film, and with an experience which none of them will ever forget.

Reginald Barker will be at least a month longer in filming "The Storm," which Carl Laemmle is hoping to release in May as a Universal-Jewel.

"Foolish Wives" Cut To Ten Reels

Constant Watching of Audiences by Cutters, the Advice of Critics and of Exhibitors and Patrons All Contribute to Perfection of Its Final Form

WHEN "Foolish Wives" was presented for the first time at the Central Theatre in New York City it was far from the final form in which it was planned to release it to exhibitors. The fifteen reels contained much that was only experimental, and much that was not whittled into the polished form of final release. But for the most part it was altogether too long. Each day has convinced those who have watched the picture and the turnaway audiences which see it that a shorter, more compact picture must be evolved from the thirty-reel masterpiece than was shown on Wednesday night. It will be another week before all the changes can be made and tried out on the Central Theatre audiences. But already three thousand feet have been cut out of the picture provisionally, and it is planned to cut the final "Foolish Wives" to ten reels.

360 Reels To 10

Julius Stern, who came on to New York to supervise the cutting and presentation, has been alternately working with the cutters and observing the way each change was received by audiences at the Central. He is enthusiastic about the way "Foolish Wives" has been shaping up from the thirty-reel picture which the censors saw and so greatly admired, to its final form.

Miss duPont, Featured Woman Player in "Foolish Wives."

"Few people can appreciate," said Mr. Stern, "what a terrific job the cutting of this picture was. After eliminating from the 360 reels all the retakes and duplicate scenes, there still remained nearly one hundred and fifty thousand feet of actual constructive action in sequences of one hundred feet to two or three reels long. Von Stroheim cut this after four months' constant work to thirty reels and in that length it was the most perfect and smooth picture I ever saw or ever hope to see. We are decided, however, that it would be absolutely impossible to release the picture in that length. Von Stroheim, because he had made the picture, absolutely could not cut it. Every foot cut was like taking a piece out of his heart. So we put Arthur Ripley on the picture with the assistance of Edward A. Sowders, who had assisted von Stroheim in the direction and knew the why and wherefore of every foot of film in the picture.

Erich von Stroheim, Director, Author and Star.

"Mr. Laemmle had set a definite release date and no one could blame him after waiting so long for the picture for insisting on its presentation on that date. But it was a gigantic job and it is no wonder that Ripley broke down. He has been in bed with two attendants ever since the opening night, but even there he has assisted me to cut the picture to the shorter footage that was absolutely necessary.

"The most remarkable part of the Ripley job was that it suited von Stroheim so well. He was present at the dress rehearsal and, while he only saw the first half, he expressed himself openly as very much pleased with the work done. Very few changes have been made in the first part, but the entire second part has been undergoing a constant change. Whole sequences have been tried out, incorporated or discarded.

Two Night Shows

"Before the end of this week the great picture will be in its final form of ten reels. This is as tight as it can be made and it is in consequence of the earnest request of more than twenty exhibitors who will play the picture on any terms we suggest that it should be cut to ten reels. This will enable them to play two night shows instead of one and a much more satisfactory attraction to most theatres will result," he concluded.

Carl Laemmle, Producer of the First Million-dollar Motion Picture

Get In On

"I take great pleasure in complimenting you on your recent Carey production - 'The Fox'. Having been a showman and played most of the outdoor and Western productions, I find 'The Fox' to surpass all previous productions of its type. My business was so wonderful on this production that I heartily recommend it to the exhibitors as the highest class Western production ever filmed."

Don Nichols, Mgr.,
Paris Theatre,
Durham, N. C.

"Congratulations on 'The Fox'. Opened to-day to biggest business since last May. Lined up for full block all night in driving rain. Only line in town although playing against opening of 'Fauntleroy', 'Way Down East', Dempsey-Carpentier fight and 'Queen of Sheba' in opposition houses. This is first successful run of any Western in this house established for ten years as one of the elite theatres of the Northwest. Far eclipsed attendance on 'Camille' played last week. Give us more productions like this and Seattle will soon be back on the theatre map."

Robert Bender, Mgr.,
Clemmer Theatre,
Seattle, Wash.

"Have just completed a run of your masterful production, Harry Carey in 'The Fox' and I feel it is my duty, and also an honor, to express my sincere appreciation for such a wonderful production. I received more congratulations on this production than on any other picture I have run in the last eighteen months. It is a departure from the common Western pictures whic give us nothing but dancehalls and be rooms. It's clean. Give us more of them - it's what they want."

Edward F. Loyan,
Wayne Theatre,
Wayne, Pa.

"In my judgment it is one of the greatest western features I have ever had the pleasure of showing. It is full of action and zip, intermingled with pathos and humor and a good many of the old timers came out and told me how they enjoyed it. In spite of the rain I stood them up from three o'clock until nine. Carey surely has the goods in this one.

J. L. Freeman, Mgr.,
Clermont Theatre,
Chicago, Ills.

"A word about 'The Fox' -- will tell you that it drew the largest house I have ever had. At least forty people came back the second night, after seeing it the first night. Harry Carey is established in Randsburg now."

J. F. Brandt, Mgr.,
California Theatre,
Randsburg, Cal.

"Just finished a five day run of Harry Carey's first super special 'The Fox'. Played to capacity business during the five days. It's a knockout. Patrons went out saying: 'The best picture we have ever seen'. More pictures like this will help build the standard of the industry."

E.M.Michalson, Mgr.,
Palace Theatre,
Madison, Wis.

"Played your subject, 'The Fox', with Harry Carey, to excellent business for three days in spite of poor weather and 'The Affairs of Anatol' for competition. The picture itself is deserving of the title of super-western in every sense of the word. More power to Carey and Universal if they can continue to give us pictures like this one."

Wm. L. Ainsworth, Mgr.,
Orpheum Theatre, Fond du Lao,
Wis.

"Hats off to Universal for excellent picture 'The Fox'. Opened Rialto today, week's run, playing capacity from nine morning until midnight. Waiting crowds blocking sidewalk all day long without letup, braving coldest day of season. Patrons declare our run 'The Fox' real Christmas gift to theatregoers."

Harry Perlewitz, Mgr.,
Saxe's Rialto Theatre,
Milwaukee, Wis.

"I want to tell you that Harry Car in 'The Fox' is, without doubt, the biggest, cleanest, most thrilling Western picture ever produced. It w the talk of my patrons. Everyone wa pleased and expressed themselves in th most complimentary manner. It is a Western super special in a class all b itself. The exhibitor that books it and doesn't make good is suffering from sleeping sickness and should consult a specialist, or get out of the exhibitor game."

Wm. C. McIntire, Mgr.,
Crystal Theatre,
Burlingston, N. C.

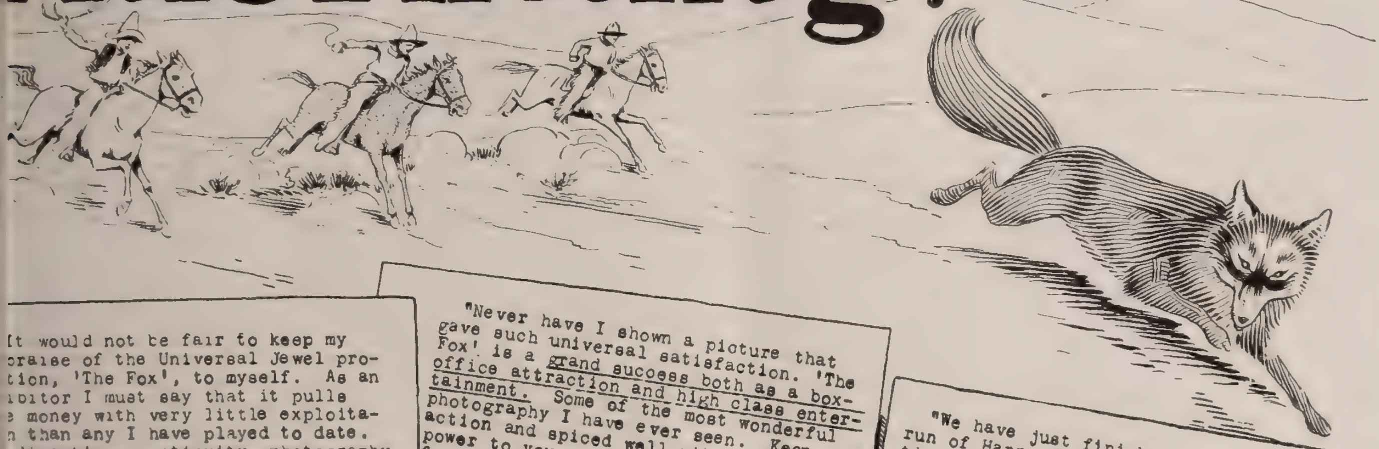
"Every foot is action with dramatic and humorous incidents. We advise all houses catering to Western subjects to grab it. Carey never was better in his life. Had to call the police to keep them from breaking down the doors."

Lewis & Brisco, Mgrs.,
Princess Theatre, Elwood, Ind.

Carl Laemmle
presents

HARRY CAREY

This Killing!



It would not be fair to keep my
praise of the Universal Jewel pro-
ction, 'The Fox', to myself. As an
ibitor I must say that it pulls
money with very little exploita-
n than any I have played to date.
direction, continuity, photography
performance of the cast is superb.
e productions of this calibre will
ve to bring the industry back to
nal."

G.I.Wright, Mgr.,
Star Theatre,
Colusa, Cal.

arry Carey in 'The Fox' broke all
e records here. We did more busin-
on it than on Charlie Chaplin in
Kid' which, previous to this, has
our record picture. We would
ly recommend this picture to anyone
knockout."

V.A.Peterson, Mgr.,
Mission Theatre,
Seattle, Wash.

Just a few lines in appreciation of
ry Carey's latest production 'The Fox'.
of the best Western pictures we have
r shown - one which gave universal
isfaction. May we expect more of them?"

L.P.Blank, Mgr.,
Palace Theatre,
Burlington, Iowa.

'Played Carey four days to very big
iness. Give Carey this kind of mater-
to work with and he will prove my
ggest box office attraction."

J. P. Kiggins, Mgr.,
U. S. A. Theatre,
Vancouver, Wash.

"Never have I shown a picture that gave such universal satisfaction. 'The Fox' is a grand success both as a box-office attraction and high class entertainment. Some of the most wonderful photography I have ever seen. Keen with action and spiced well with comedy. More power to you. We are anxiously waiting for the next 'Harry Carey'."

J. C. Hartman, Mgr.,
Rialto Theatre,
Oklahoma City, Okla.

"'The Fox' opened here to as big business as Douglas Fairbanks in 'Three Musketeers'. Opposition has 'Four Horsemen' but believe me Harry Carey in 'The Fox' will get his share of the business. Let us have more of this kind of pictures."

I. Schlank, Mgr.,
Astoria Theatre,
Astoria, Ore.

"Opened with 'The Fox' to-day to the biggest Sunday's business in ten months despite rain all day. 'The Fox' is Carey's best picture and should prove a winner wherever played."

Norman W. Pyle, Mgr.
Standard Theatre,
Cleveland, O.

"It is all that Universal claims for it and that's a lot."

W.H.Pike, Mgr.,
Majestic Theatre,
Las Vegas, Nevada.

"We have just finished our first weeK's run of Harry Carey's Jewel Production entitled 'The Fox', and are certainly pleased to report that the picture was one of the most satisfactory, from all standpoints, that we have ever had in the house. Every bit of comedy, pathos and suspense in the picture registers to the fullest extent. The audience watched it intently through the entire seven reels, and we received many compliments as they were leaving the theatre. From the exhibitor's standpoint, 'The Fox' is, indeed, an ideal picture.

Dwight Hill, Mgr.,
Pickwick Theatre,
San Diego, Cal.

"Hurry along with another Carey production. My recent engagement of 'The Fox' was more than a box-office success, it was a dividend paying insurance policy, with all premiums paid, and you don't have to die to collect on this one. Accept my thanks for the privilege of showing 'The Fox'."

Fred S. Knox, Mgr.,
Kay Theatre,
Marcus, Iowa.

"I was more than pleased with this picture. I consider it one of the best Westerns that was ever produced. I wish to congratulate the Universal Film Manufacturing Co. for making such a wonderful production.

Max Engelberg, Proprietor,
Liberty Theatre,
McKees Rocks, Pa.

in "The Fox"

Directed by Robert Thornby

The First Super Western Ever Produced

"Foolish Wives" Premiere Most Brillian

Society, Stage, Press and Screen Represented at Phenomenal Opening of Million-Dollar Von Stroheim Super-Jewel—Dignified Presentation Marks Artistry of Premiere of Carl Laemmle's Master-Achievement

ON September 1st, 1920, New York was led to expect a formal presentation of Erich von Stroheim's third and greatest masterpiece, "Foolish Wives." After waiting a year and three months and absorbing weekly bulletins as to the magnificence, expense and artistry of the only million dollar picture ever made in these United States, New York was permitted on Wednesday night actually to see it. It was a typical metropolitan first-night audience, a combination of society, the drama, and moving picture devotees, with a liberal admixture of bank officials and politicians.

Splendid Orchestration

The length of the picture, 14 reels, convinced Andrew J. Cobe, manager of the Central Theatre, who made the presentation, that it would be foolhardy to take any time in preliminary flourishes or atmospheric effects. Twenty bars of music, from the thirty-five piece orchestra under the direction of Frank Cork, was the only prelude to the presentation of this fortune in celluloid. All of the supporting evidence and contributory effort was carried in a neat little programme which gave all the information which any audience could desire, without taking up screen footage. Incidental music had been especially composed for the picture by Sigmund Romberg, composer of "Bombo," "Blossom Time," "Maytime" and all the Winter Garden Passing Shows since that of 1914, and it is seldom that a musical presentation receives as much favorable comment as was liberally bestowed on the combined effort of Mr. Cork and Mr. Romberg.

After all of the stories of discord and utter dissatisfaction on the part of Erich von Stroheim, it was interesting to watch the enthusiastic way in which von Stroheim and Arthur D. Ripley, who made the final cutting of the picture, met in the lobby of the Central Theatre that night. Either the stories of vengeance on the part of von Stroheim have been all made to order by the Publicity Department, or Mr. Ripley's cutting was unexpectedly satisfactory to Erich von Stroheim, the director.

Carl Laemmle, Producer of the Screen's Greatest Monument, "Foolish Wives."

Prominent in the night's gathering was Maude George, who plays one of the leading roles in the picture. Miss George came to New York especially for the opening performance, as did Mr. and Mrs. von Stroheim. Another trans-continental first-nighter was Miss Florence Lawrence, the critic of the Los Angeles Examiner, and one of the best known and most religiously followed critics of the silent drama.

Sitting in the back of the theatre where he could, unobserved, watch the reaction of the audience to his most tremendous undertaking, a fortune at stake which would have daunted the captain of any industry, was Carl Laemmle, president of the Universal and the most confident man in the house. Although few saw him enter, his position was conspicuous as the lights went up and he received the overwhelming congratulations of his many friends and acquaintances present.

On account of the tempestuous nature of the weather the brilliant audience which attended the opening was unable to appreciate to its full the elaborate lobby display and ingenious decorations which had been designed by Mr. Cobe and Harry Reichenbach. On either side of the entrance were striking panels with the name "Foolish Wives" in raised letters in imitation of white gold. Over the center of the doorway were paintings of four of the principals.

Novel Exploitation

Situated directly beneath the four paintings was an ingeniously contrived miniature representation of the big gambling scene with the roulette wheel electrically operated and the figures around the gaming table. These figures are electrically controlled to imitate the placing of bets on the green cloth and the croupier clearing the table at each turn of the wheel. Inside the lobby were huge picture frames with real paintings set deep in frames illuminated with two color lights in a shadow box effect. The six paintings on either side of the lobby took up virtually the entire wall space between the inner doors and the animated Casino scene. Several of the paintings were so designed as to give actual depth and definition to the picture. For instance, the scene in which von Stroheim crawls up the outside of the chateau and looks in the window discloses in the interior a practical chair with the discarded habilements of the occupant of the room thrown over it in disarray.

Another striking feature and the only one which was allowed to obtrude itself upon the gaze of the first-night audience, was the inspiring stage setting which had been designed by Gates & Morange under the orders of Mr. Cobe. This startlingly beautiful color scheme of cote-d'azuse was admirably designed to put the audience immediately into the artistic atmosphere of the colorful Monte Carlo setting.

Among those who attended the opening of "Foolish Wives" at the Central Theatre were Mrs. W. K. Vanderbilt of 1 Sutton Place; Murray Hulburt, President of the Board of Aldermen; Thomas J. Brennan, Fire Commissioner of New York; Charles H. Sabin, President of the Guaranty Trust Co.; Eli Bornheim, President of Columbia Bank; M. J. Fox, Vice-president Columbia Bank; Rupert Hughes, Miss Jeanne McPherson, Lee Shubert, John Barrymore, Rev. Stephen S. Wise, Hon E. C. Knight, former State Controller, Mayor of Buffalo; Judge George W. Simpson, Jules E. Brulatour, Dr. and Mrs. B .Sour, P. A. Powers, Nicholas Schenck, George W. Braker, Vice-president National City Bank; Miss Elizabeth Marbury, Senator George H. Cobb, William A. Johnston of the Motion Picture News, Messmore Kendall, Isadore Witmark, Carl Laemmle, President of Universal; R. H. Cochrane, Vice-president Universal; Julius Stern, Second Vice-president Universal; Judge Corrigan, S. W. Strauss, Dr. B. Prusik, Consul General of Czecho-Slovakia; Arthur Robitschek of International Filmschau, Prague; Magistrate Max Levine, James W. Gerard, ex-Ambassador to Ger-

Event of the Season for New York's "400"

many; John Harriss, Deputy Police Commissioner; Dr. Carl Simon, Deputy Police Commissioner; B. Herman Ridder, E. H. Goldstein, Miss Hope Hampton, J. Dannenberg, J. Alicote, Robert H. Davis, Theodore C. Deitrich, Lawrence Gilman, Siegfried Hartman, W. W. Hawkins of the United Press, Julian Johnson, S. Jay Kaufman, Florence Lawrence of Los Angeles Examiner, George Henry Payne of the Forum, James W. Quirk of Photoplay, Marion Russell of the Billboard, George Grantham Bain, Eugene Brewster, Mr. and Mrs. Brandish J. Carroll, Edna Woolman Chase of Vogue, J. D. Williams of First National; Wm. H. Woods, Vice-president National City Bank; Special Deputy Police Commissioner and Mrs. John M. Shaw, Nathan Burkan, Max Spiegel, Delight Evans of Photoplay, James I. Clarke, Vice-president National Bank of Commerce; Oscar Lynch, Ritchie Litho. Co.; H. E. Benedict, associate of F. A. Vanderlip, Hiram Abrams, E. B. Hatrick, H. H. Moore of Montreal Star; Chas. Steiner, Louis Froelich of Asia Magazine, Frederick H. Elliott of the National Association, Albert H. T. Banghof, Sidney Cohen, Adolph S. Ochs, C. F. Zittel, Harry Rapp of Warner Bros., Harford Powel, editor of Collier's; Ernest Lubitsch, Alfred Rachman, Benj. Davidson, Miss Elsie DeWolfe, William Brandt, Mr. and Mrs. Hugo Ballin, Arthur James, L. W. Boynton, J. S. Spargo, J. M. Landower, M. I. D. Einstein, Sam Goldwyn, Sigmund Romberg, composer; Tom Cochrane of Tokyo, Mrs. Christopher Marks, President Theatre Assembly; Mr. and Mrs. Stanley Hedges, P. J. Morgan of Morgan Litho. Co., Fritz Tidden, P. Davidson, Geo. Wallace of the Central Union Trust Co., K. A. Bickel of the United Press.

Maude George, Leading Woman of "Foolish Wives," Who Crossed the Continent To Appear in Person at the Opening of the Million-Dollar Super-Jewel Production at the Central Theatre, New York.

Among the prominent exhibitors who were present were William Fox, S. A. Rothafel, Joe Plunkett, Mr. and Mrs. Ed. Bowes, Margaret Illington, B. S. Moss J. M. Springer of the Symphony Theatre, Mr. and Mrs. Tom Moore of the Rialto Theatre, Washington; Mr. and Mrs. Harry Asher of Boston, Mr. and Mrs. David Stoneman of Boston, Mr. and Mrs. J. Lurie of Boston, Mr. and Mrs. Morris E. Felt of Philadelphia, Mr. and Mrs. David Bortin of Felt Bros., Philadelphia; Mr. and Mrs. S. Barrett McCormick of Cleveland, Mr. and Mrs. Harry Hart, Butterfly Theatre, Milwaukee; Doc. Horator and Jack Gardner of Pantheon Theatre, Toledo, and Frank Newman of the Newman Theatre, Kansas City.

Among the New York newspaper critics who were present were: Quinn L. Martin, Morning World; J. O. H. Cosgrove, Sunday World; Geo. Jean Nathan, Smart Set; James W. Dean, Newspaper Enterprise Association; Frank A. Eaton, N. Y. Tribune; Beauvais Fox, N. Y. Tribune; B. F. Holzman, Evening Mail; Karl K. Kitchen, World; John S. Logan, N. Y. Herald; W. E. Lewis, Telegraph; Dorothea Herzog, Movie Weekly; John MacMahon, American; Burns Mantle, Mail; Mrs. Louella O. Parsons, Telegraph; Mrs. A. O. Patterson, Town and Country; Arthur Pollack, Brooklyn Eagle; Mawry H. B. Paul, of New York American; Lawrence Reamer, Herald; Victor A. Watson, American; Don Allen, Evening World; Robt. W. Potter, Globe; J. E. Niles, Evening Mail; Stephen Rathbun, Sun; Bruce Bliven, New York Globe; Alan Dale, American; Robert G. Welch, Evening Telegram; Harriette Underhill, Tribune; James W. Spearing, Times; Edward E. Pidgeon, Journal of Commerce and many other notables.

WHEN THE BOMB

No. 266.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

MY offer to help exhibitors who are losing money exploded like a bombshell when published in New York, and was followed by explosions all over the country as the trade papers reached out across the land.

Exhibitors have been showering Universal with enthusiastic praise---BUT I HAVE NOT HEARD MUCH FROM PRODUCERS.

The first letter came from William Brandt, president of the Theatre Owners' Chamber of Commerce, who wrote, among other things:

"I want to congratulate you upon taking the initiative to help the exhibitor who is doing poor business. Some producers and distributors seem to think that the war is still on, and the fact that YOU HAVE THE GUTS TO BLAZE THE TRAIL toward lower film rentals will be fully appreciated by every exhibitor."

That was one of the finest New Year's Greetings I ever received.

The first telegram came from Ralph W. Crocker, owner and manager of the Star Theatre of Elgin, Ill., who wired:

"Congratulate you on bombshell in trade papers. MOST TIMELY AND COURAGEOUS. As

SHELL BUSTED!

a one hundred per cent. Universal exhibitor I send three cheers and my support of your wallop straight from the shoulder!"

And after that they poured in---personal calls, telephone calls, telegrams and letters.

So much for the appreciation shown by exhibitors.

As for the producers---and you will remember I expressed the hope that they would join the Universal in helping to prevent any exhibitors from bankruptcy---I have heard from only one, and he was peeved. He didn't think I should offer to help exhibitors who are losing money without first consulting other producers! Can you beat it?

If all producers would get down to brass tacks ALL THE TIME, as I have tried to do for the past dozen years, and would realize that exhibitors have problems which must be solved---if producers would do this instead of issuing flowery press agent stories telling how they love and adore the exhibitor---if producers would DO something instead of SAYING something, we'd have a more prosperous industry than we've got to-day.

Well, I repeat my offer. Prove by your books that you are LOSING MONEY, and the Universal organization will go the limit of its ability to help you break even. If other producers won't follow my lead, this offer is good for their customers anyhow.

Six Big

BIGGER, better, finer than ever! That's what these six great Universal-Jewels now in production are going to be! Exhibitors who have shown Jewels in the past will know what this means. To those few who have not, this should convey the vital news that six of the biggest and best pictures in the World—UNIVERSAL-JEWELS — are now in production.

TO them this should mean to get ready—to keep their dates open for these great money-makers now on their way — and not to book up too far in advance with mediocre stuff.

WHEN you can get cream, why take skim milk? When you can book sure-fire box-office successes why take a chance on something else?

PLAY safe — play sure — play UNIVERSAL - JEWELS, and you'll always clean up.

GREAT
UNIVER

Ones on the Way!

Six Super Features Soon To Be Released

Big Stars - - Famous Authors
Great Stories - Fine Directors

PRISCILLA DEAN

—IN—

"Wild Honey"

Produced from the famous novel by Cynthia Stockley.

Directed by Wesley Ruggles

"That Lass o' Lowrie's"

From the book by Frances Hodgson Burnett that had millions of readers.

Directed by Hobart Henley

LON CHANEY

in a tremendous drama of the Canadian Northwest, the title of which will shortly be announced.

Directed by Robert Thornby

HARRY CAREY

—IN—

"Man To Man"

A stirring action story by Jackson Gregory.

Directed by Stuart Paton

HOUSE PETERS and an ALL-STAR CAST

—IN—

"Human Hearts"

From the international stage success by the famous playwright Hal Reid.

Directed by King Baggot

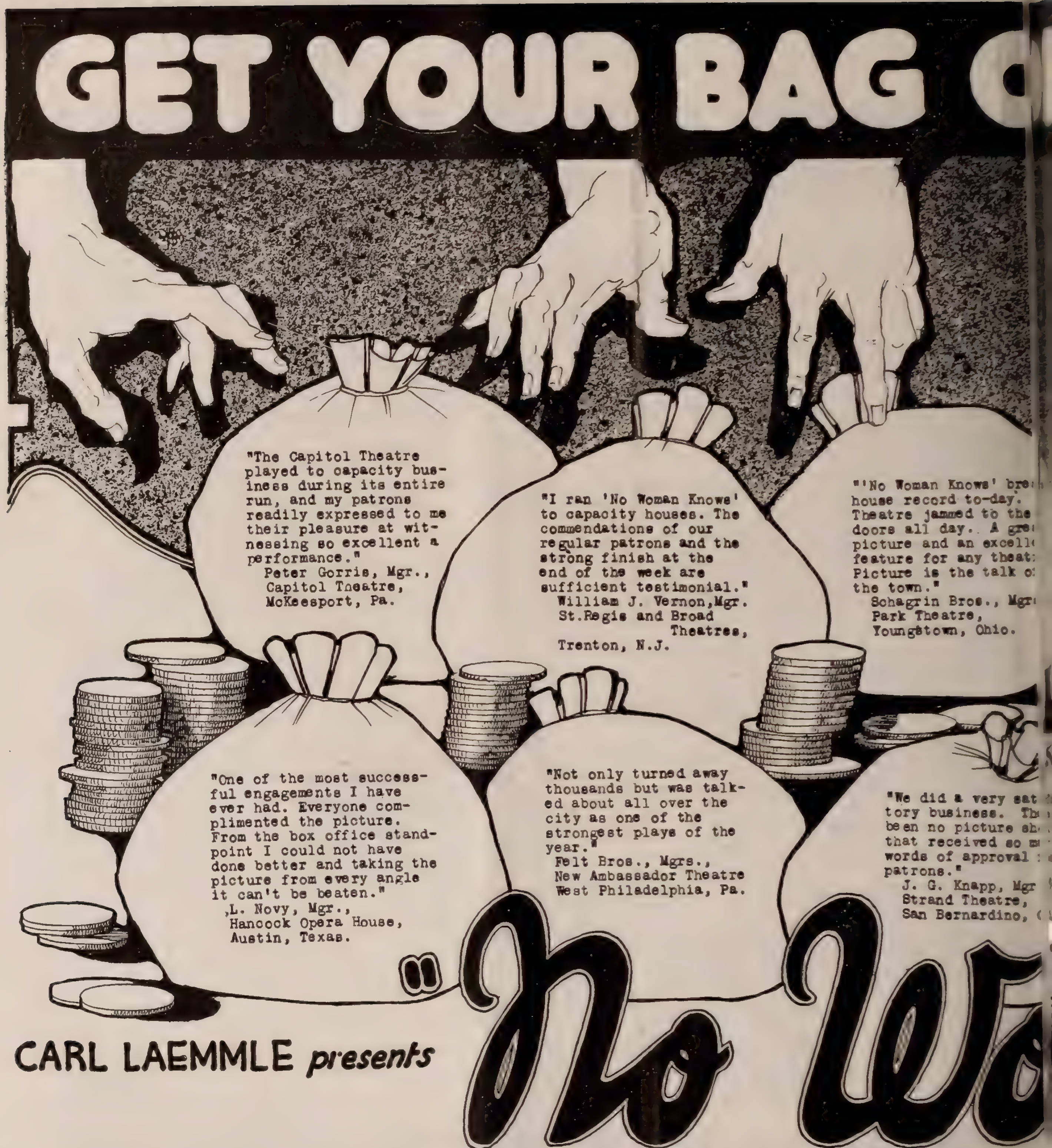
"The Storm"

From George Broadhurst's Broadway Sensation, written by Langdon McCormick.

Directed by Reginald Barker

Producer of "The Old Nest"

SAL-JEWELS



"The Capitol Theatre played to capacity business during its entire run, and my patrons readily expressed to me their pleasure at witnessing so excellent a performance."
Peter Gorris, Mgr.,
Capitol Theatre,
McKeesport, Pa.

"I ran 'No Woman Knows' to capacity houses. The commendations of our regular patrons and the strong finish at the end of the week are sufficient testimonial."
William J. Vernon, Mgr.
St. Regis and Broad Theatres,
Trenton, N.J.

"'No Woman Knows' bre
house record to-day.
Theatre jammed to the
doors all day. A gre
picture and an excell
feature for any theat
Picture is the talk o
the town."
Schagrin Bros., Mgr
Park Theatre,
Youngstown, Ohio.

"One of the most successful engagements I have ever had. Everyone complimented the picture. From the box office standpoint I could not have done better and taking the picture from every angle it can't be beaten."
,L. Novy, Mgr.,
Hancock Opera House,
Austin, Texas.

"Not only turned away thousands but was talked about all over the city as one of the strongest plays of the year."
Felt Bros., Mgrs.,
New Ambassador Theatre
West Philadelphia, Pa.

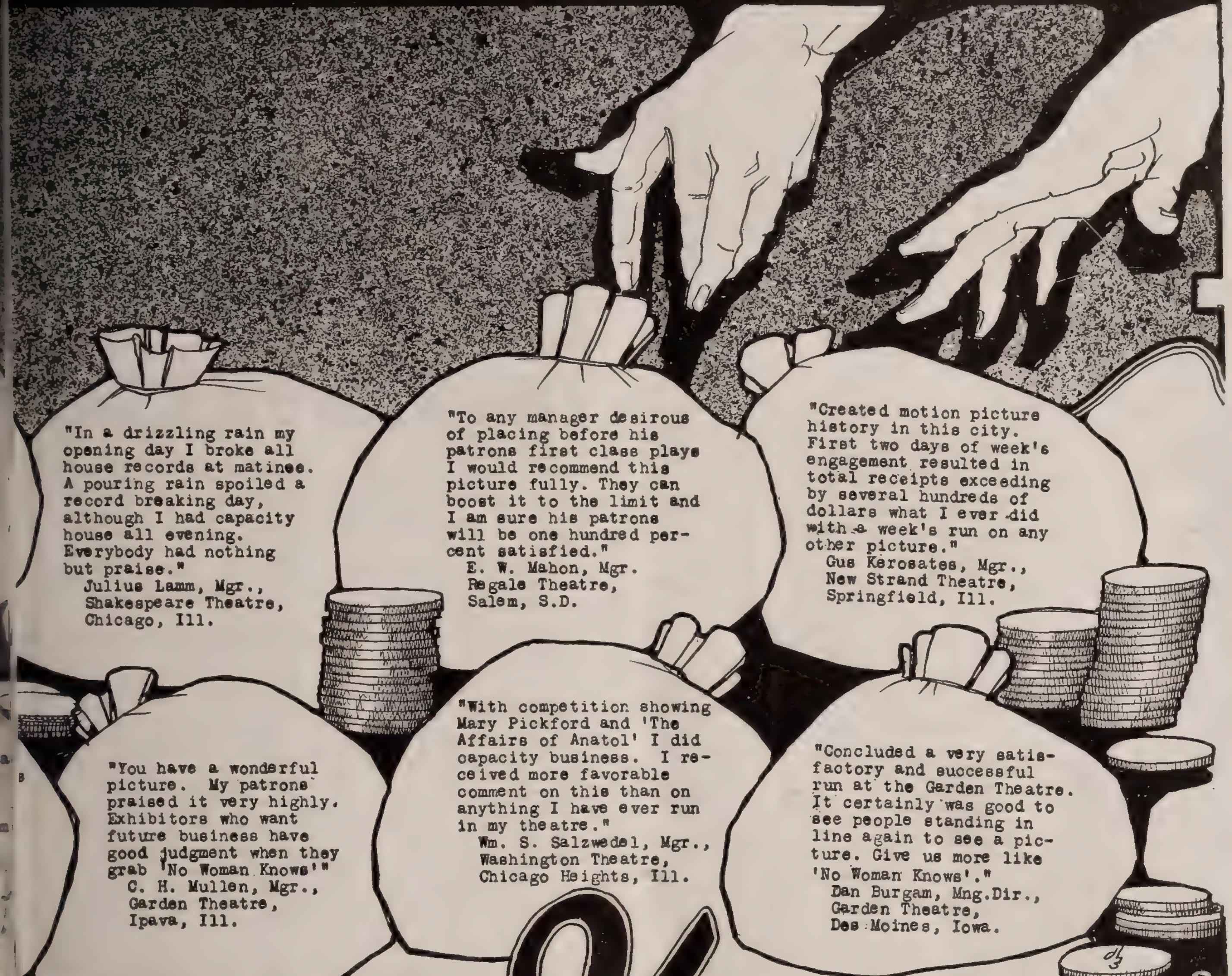
"We did a very sat
tory business. Th
been no picture sh
that received so m
words of approval
patrons."
J. G. Knapp, Mgr
Strand Theatre,
San Bernardino, (

CARL LAEMMLE *presents*

WITH MABEL JULIENNE
AND STUART HOLMES
DIRECTED BY TOD BROWNI

UNIVERSAL
JEWEL

F DOLLARS NOW!



"In a drizzling rain my opening day I broke all house records at matinee. A pouring rain spoiled a record breaking day, although I had capacity house all evening. Everybody had nothing but praise."
Julius Lamm, Mgr.,
Shakespeare Theatre,
Chicago, Ill.

"To any manager desirous of placing before his patrons first class plays I would recommend this picture fully. They can boost it to the limit and I am sure his patrons will be one hundred percent satisfied."
E. W. Mahon, Mgr.
Regale Theatre,
Salem, S.D.

"Created motion picture history in this city. First two days of week's engagement resulted in total receipts exceeding by several hundreds of dollars what I ever did with a week's run on any other picture."
Gus Kerosates, Mgr.,
New Strand Theatre,
Springfield, Ill.

"You have a wonderful picture. My patrons praised it very highly. Exhibitors who want future business have good judgment when they grab 'No Woman Knows'"
C. H. Mullen, Mgr.,
Garden Theatre,
Ipava, Ill.

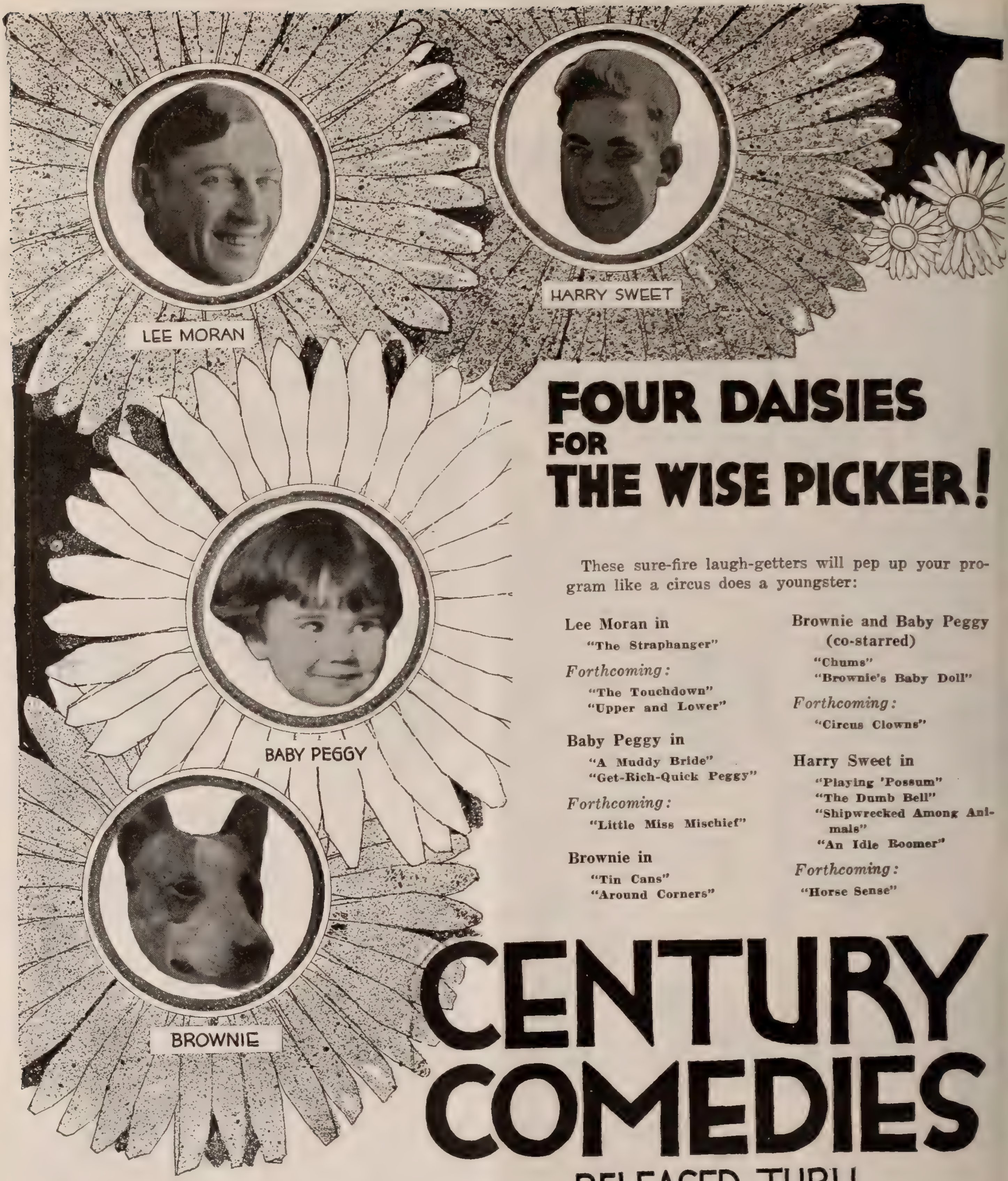
"With competition showing Mary Pickford and 'The Affairs of Anatol' I did capacity business. I received more favorable comment on this than on anything I have ever run in my theatre."
Wm. S. Salzwedel, Mgr.,
Washington Theatre,
Chicago Heights, Ill.

"Concluded a very satisfactory and successful run at the Garden Theatre. It certainly was good to see people standing in line again to see a picture. Give us more like 'No Woman Knows'."
Dan Burgam, Mng.Dir.,
Garden Theatre,
Des Moines, Iowa.

man Knows"

COTT

FROM EDNA FERBER'S STORY "FANNY HERSELF"



FOUR DAISIES FOR THE WISE PICKER!

These sure-fire laugh-getters will pep up your program like a circus does a youngster:

Lee Moran in
"The Straphanger"

Forthcoming:
"The Touchdown"
"Upper and Lower"

Baby Peggy in
"A Muddy Bride"
"Get-Rich-Quick Peggy"

Forthcoming:
"Little Miss Mischief"

Brownie in
"Tin Cans"
"Around Corners"

Brownie and Baby Peggy (co-starred)
"Chums"
"Brownie's Baby Doll"

Forthcoming:
"Circus Clowns"

Harry Sweet in
"Playing 'Possum"
"The Dumb Bell"
"Shipwrecked Among Animals"
"An Idle Roomer"

Forthcoming:
"Horse Sense"

CENTURY COMEDIES

RELEASED THRU
UNIVERSAL

THE CENTURY LIMITED

"Travels the Road of Fun"

Published weekly, its sole aim being better acquaintanceship with

CENTURY COMEDIES

1600 BROADWAY NEW YORK CITY

The Engineer: - - - - DAVID BADER

The Passengers: - - - *Everyone who reads* **The Century Limited**

Vol. 1 JANUARY 28, 1922 No. 4

THANKS GENTLEMEN!

We're Proud of Your Letters and We're Showing Them to the World

HERE are two of the reasons why we're continually telling you Century Comedies are winning their spurs 365 days out of each year:

Will J. Glaser, manager of the Grand Theatre, Faribault, Minnesota, writes: "It gives us great deal of pleasure to advise you that we consider our Century Comedy contract one of our most valuable assets. Comedy for comedy they rank among the very best we have shown during the past year, and we make it a point to say CENTURY in our advertising, when we are using one, because we know from past experience that the name means additional business, and Harry Sweet, Brownie and Baby Peggy each have a following among our patrons that means extra dollars in our box office."

Walter Appleton, owner and manager of the Queen's Royal Theatre, Toronto, Canada, writes: "I have much pleasure in advising you that the comedy 'Brownie's Baby Doll' recently used in my theatre is one of the finest comedies my patrons have had the pleasure of looking at. Every one who saw this comedy certainly had a good laugh and also remarked on the cleverness of the different situations contained therein."

We thank you, gentlemen — we thank you!

"THE STRAPHANGER" GOING STRONG IN PITTSBURG

A. H. Schnitzer, Short Product Sales Manager of Pittsburg, tells us Lee Moran's first comedy for Century is going over strong in his territory. Many of the largest first run houses have booked the comedy, and among the most popular and better known are: The Olympic and Liberty theatres of Pittsburg; the Nemo theatre of Johnstown; the Strand theatre of Altoona, and the Virginia theatre of Wheeling, West Virginia.

Lee made up his mind to make his first a humdinger and—he sure did!

"CHUMS" IS GETTING CHUMMY WITH THE LARGER THEATRES

After "Chums" finished its week at the Rivoli Theatre, New York, it started a successful series of first runs throughout the United States at Grauman's Million Dollar Theatre of Los Angeles. There Grauman played Baby Peggy's and Brownie's excellent little comedy to most receptive audiences, and Mr. Grauman personally commended the comedy.

Here in the East "Chums" started playing many of the larger first run theatres immediately after the Rivoli, and over in Newark the Newark Theatre played it for the entire Christmas week.

The comedy is booked solid for the next 115 days; the same theatres eagerly awaiting "Circus Clowns," Brownie's and Baby Peggy's next Century Comedy.

EXPLOITATION SUGGESTION

Make Your Patrons Ballyhoo For You

When you present Lee Moran in "The Straphanger," suspend half a dozen short leather loops, to represent trolley car straps, from a pipe or pole running across your lobby. Have these straps leading to your box-office so that your patrons can amuse themselves by holding on to them while waiting in line to buy tickets. They will find the idea amusing and, incidentally, will prove effective and inexpensive ballyhoos for the Century Mirthquake.

"Your program's all right but I missed the news reel."

"Your program's all right, **but——**"

Watch out when that little insignificant word of three letters begins to find its way into the mouths of your people. **It's the danger signal to lost patronage.**

Do you know that the Hearst newspapers are carrying a line daily on double-page pictorial layouts, telling their readers that all the world's big events can be seen at theatres showing the **International News?** The circulation of these papers is 5,543,784, a conservative estimate placing the actual readers at 25,000,000—one quarter of the population of the entire country. **And every one of these people is talking!**

"**But** you're not showing the news reel."

You can't omit the news reel much longer and escape **this death-knell to good business.** Popular demand is making International News just as much an essential, just as much a fixture of every theatre's program as the music has become. You couldn't keep your house open without music. Soon you won't be able to keep it open without **International News.**

Don't lull yourself into a false sense of security because only one or two people have demanded the news reel. Dissatisfaction is more contagious than the measles and not nearly so easily cured.

Remember! **International News** is the vaccine that will prevent this dissatisfaction disease. **INJECT IT INTO YOUR PROGRAM TO-DAY.**

INTERNATIONAL NEWS

Released Through Universal

Sense of Humor Keen in Woman

Sultan of Slang Says They Take a Joke Better Than Opposite Sex—They Are No Longer Narrow.

THE old idea that women have no sense of humor must go into the discard in view of the experience of H. C. Witwer, the Sultan of Slang, whose books and stories are bristling with the latest slang phrases. Witwer has an enormous correspondence, and has computed that 94 per cent. of the letters he receives are from women. He answers them all himself, and admits that they bring him both cheer and criticism that is worth all the time he spends on them.

EXHIBITORS: H. C. Witwer is an internationally famous humorist. Every newspaper editor, every sporting writer, every feature page editor knows and likes his work. Originally a newspaper man, H. C. Witwer has achieved a world-wide reputation as a master of slang and humor. Some of his most recent successes, published in book form, are: "From Baseball to Boches," "A Smile a Minute," "Alex, the Great," "Kid Scanlan," "There's No Base Like Home," "The Rubaiyat of a Freshman" and "THE LEATHER PUSHERS." Take the feature interview with Mr. Witwer, which appears on this page, to your local newspaper editor. It is written in H. C.'s own inimitable, breezy style and will prove of interest to the women readers in your community. After the editor has run the story, display a framed copy in your lobby and, if you like, send copies to your mailing list before you present "The Leather Pushers."

"Where do folks get this idea that women have no sense of humor?" said Mr. Witmer recently. "From what I see of the modern bridegroom, no girl would ever get married if she couldn't take a joke. Usually she has to take one for life. It seems even longer.

"I know women have a keen sense of the ridiculous because I have proved it mathematically. My mail contains at least 100 letters from readers every week. I answer every one myself, and a census of the past six months shows that 94 per cent. of them are from women. Now, I haven't intentionally written anything serious in years, and my speciality is slang. Also I write about sporting people, baseball players, prize fighters and the like. Yet the women are evidently my greatest readers.

"They not only like a joke but they have ideals, too. Sometimes they actually help me to write the stories they like to read.

"Some of them are for slang, slang and more slang. Others are for the love interest. Sometimes when I am bothered about what a man or a girl would do under certain circumstances I put it up to some of my correspondents frankly. They have taken a lot of my time. So I take a little of theirs.

H. C. Witwer, Author of Universal-Jewel-Collier's Series, "The Leather Pushers."

"You would be surprised to see the answers I get to some of my questions. The girls know what they are talking about always. Writing sometimes from four or five different cities they all agree on what they want. You can tell me that public opinion is a local affair in America, but I know different. At any rate it isn't among the women.

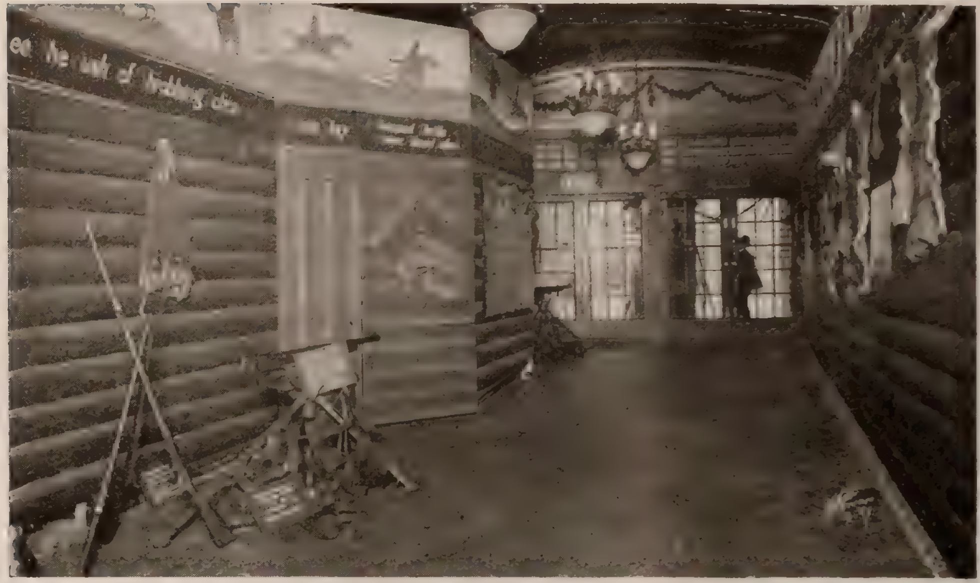
"By some strange telepathy what the New York girls like in the way of fiction the California girls like also. And they change their likes and dislikes as the weeks go by. The women of America have developed a strong national self consciousness. It is possible nowadays for an author to direct a book to the 'women of America,' all women, every woman. This is because they have long since developed to a plane where they all stand for certain basic ideals and they co-operate, some socially and all mentally, with their sisters throughout the nation in developing these ideals.

"Women are no longer narrow. They have a width of interest and a vivacity of reasoning that is in many ways beyond the men. They like comedy but they want it to be human. You can't make them laugh at a joke merely by labeling it 'joke.' They want to be shown.

"And frank! They are frank to the point of being blistering. What they say to me sometimes is criticism with a club. But they usually are explicit as to what they don't like and in the great majority of cases when I come to look into it, the criticism is just. So I take the benefit along with the scolding.

"The conception of Kane Halliday, the college boy who went into the prize ring and became a heavyweight champion, which forms the plot of "The Leather Pushers,' was an outcome of some of the pepperish letters I received from my distant friends."

Fine Lobby and Prologue for "The Fox" at Central Theatre



Manager A. J. Cobe's Unique Lobby For "The Fox" at the Central, New York City, Containing Many Frontier Trophies Which Gave Convincing Atmosphere To the Carey Universal-Jewel Display.

Good Exploitation for Carey Jewel on Broadway

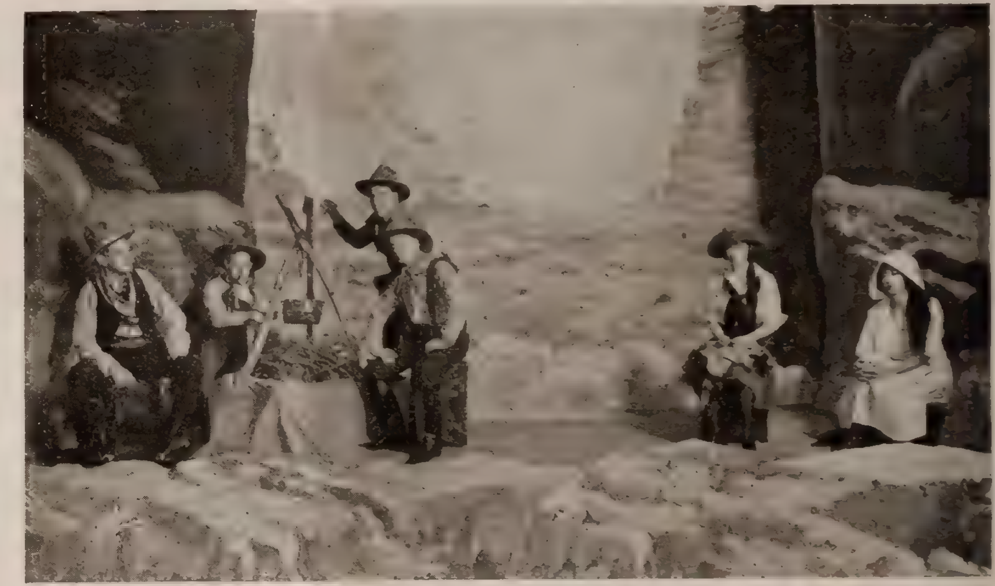
DURING the run of Harry Carey in "The Fox" at the Central Theatre, N. Y. C., that Universal-Jewel Super-Western attraction was afforded a most fitting lobby front that was conceived, planned and executed by Anthony J. Cobe, managing director of the Central Theatre.

Keeping in close harmony with the atmospheric conditions of the story, a most novel Western setting was fitted up on Broadway as illustrated in the two photographs above. Various animal skins and other essential details were visualized for the display that stopped thousands of blasé passersby on the gay street known as Broadway in the roaring Forties.

Good Ballyhoo

An Indian chief stood alongside of the box-office and the front of the theatre gave the appearance of a Western town or ranch. A cowboy and cowgirl on the street in front of the theatre, perched upon their pinto bronc's, also attracted attention. A display of guns, Indian weapons and other compelling "props" were on display in the inner lobby.

Cobe's lobby caused considerable talk among exhibitor and exchange men and many live exhibitors have been following his scheme during the run of the Carey picture at their theatres.



A Cowpunchers' Quartet and Two Girls Dressed in Western Costume Sang a Repertoire of Plainsmen's Songs as Part of the Prologue For Universal's Super-Western Jewel at the Central Theatre, New York City.

"Cuddle up to Universal—you'll be needing us"
52 Universal Special Attractions next year.

Long Profits on Short Features

UNIVERSAL
JEWEL-
COLLIER'S
SERIES

FASCINATING
is the only word for it

UNIVERSAL will lay a bet that the majority of those who congratulate you on this fascinating Series o Two-reel Features will be women. They'll go wild over these beautifully directed pictures and the big, human, absorbing side of modern life that they're secretly crazy to know about--with high society, a corking love story and some delightful humor mixed in--the richest dish of Short Features ever offered the best and biggest houses in the land. Get after this Series of Two-reel Features through your Universal Exchange today.

CARL LAEMMLE
PRESENTS

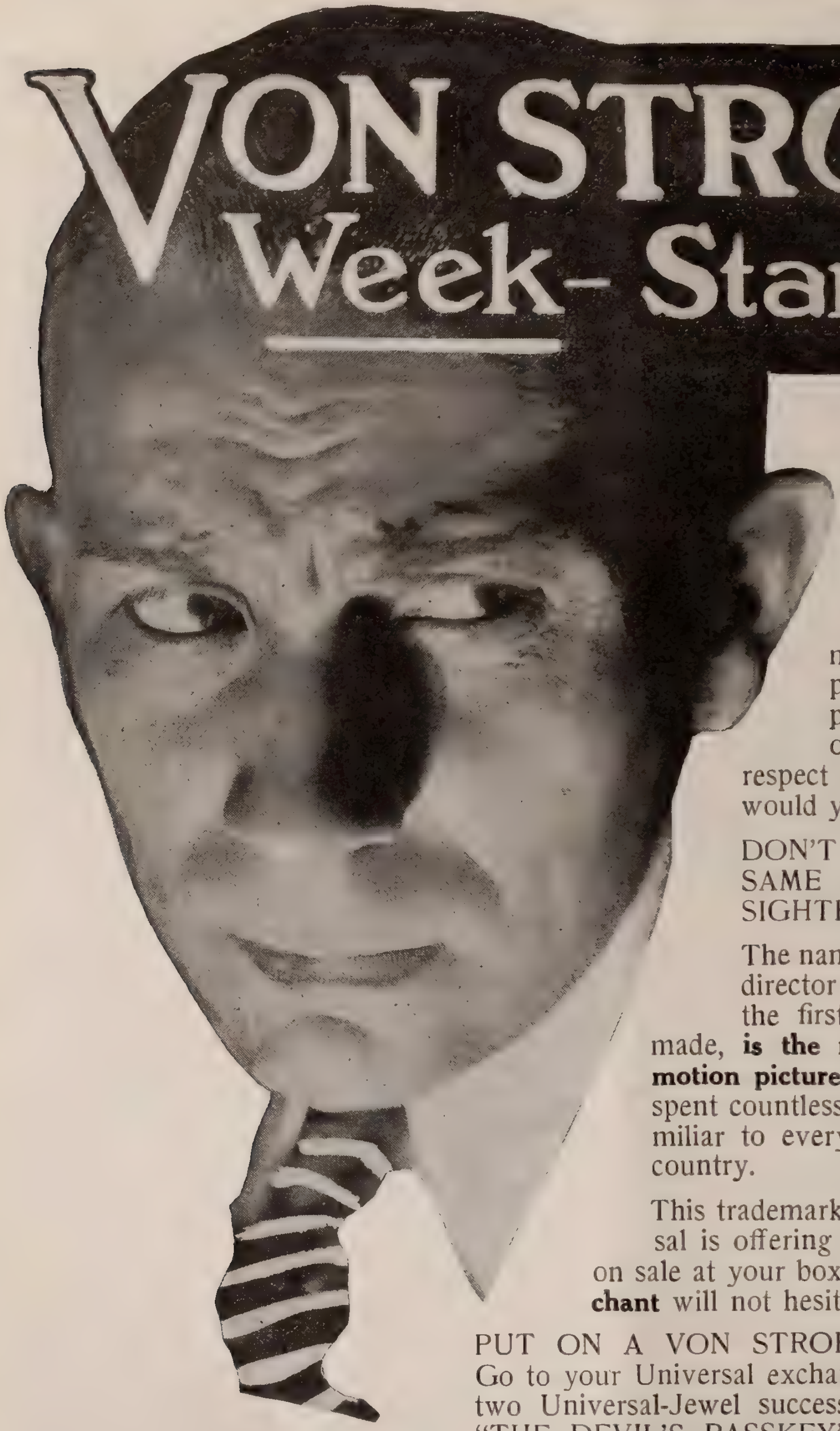
REGINALD
DENNY

as KANE HALLIDAY
alias KID ROBERTS in

"The LEATHER PUSHERS"

FROM THE FAMOUS SERIES OF COLLIER'S STORIES BY H. C. WITWER

VON STROHEIM Week- Start it now!



Are you a motion picture merchant or just a film delivery clerk?

What would you think of the grocer who refused to cash in on the trade names, "Uneeda Biscuit" or "Sapolio," trademarks that cost the makers of these products thousands of dollars to publicize for his benefit and their own? You wouldn't have much respect for his judgment as a merchant, would you?

DON'T PUT YOURSELF IN THE SAME BOAT WITH THIS SHORT-SIGHTED MAN.

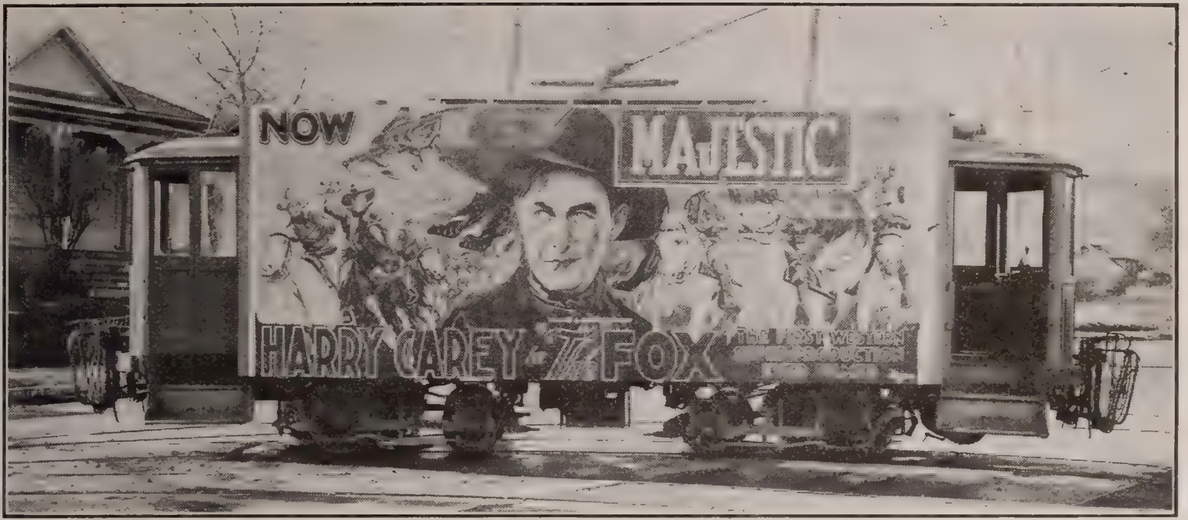
The name of **Von Stroheim,** as the author, director and star of "FOOLISH WIVES," the first real million-dollar picture ever made, **is the most valuable trademark in the motion picture industry to-day.** Universal has spent countless thousands to make his name familiar to every man, woman and child in the country.

This trademark is yours to cash in on. Universal is offering you Von Stroheim goods to put on sale at your box-office. The **motion picture merchant** will not hesitate.

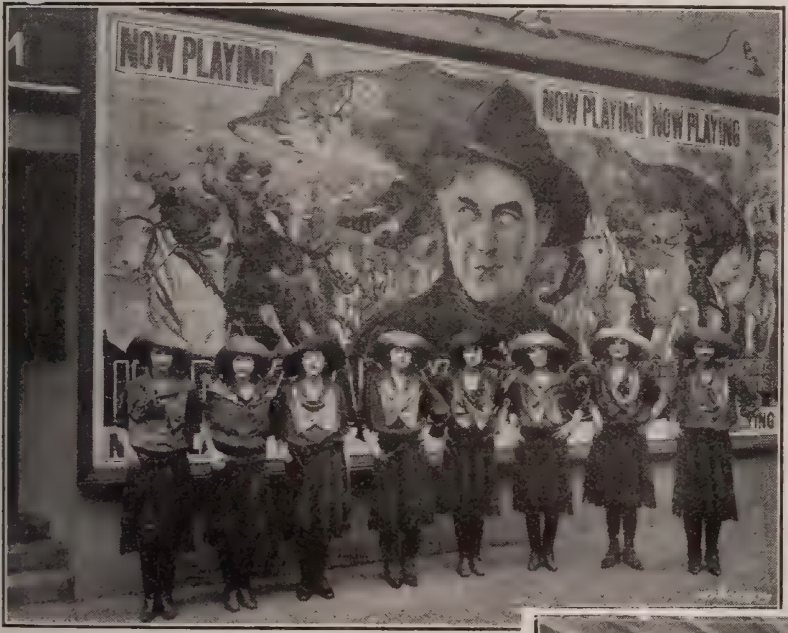
PUT ON A VON STROHEIM WEEK NOW.
Go to your Universal exchange to-day, book Von Stroheim's two Universal-Jewel successes, "BLIND HUSBANDS" and "THE DEVIL'S PASSKEY"—established box-office record-breakers both of them—and watch the multitude respond to your announcements.

UNIVERSAL JEWEL

Exploitation Suggestions for Universal Exhibitors



David Brill, of the Portland, Ore., Exchange Used a 24-sheet on a Trolley Car to Exploit "The Fox."



The Ushers of the Majestic, Portland, Ore., Provided Atmosphere for the Carey-Jewel.

USE THESE!

BUTTONS FOR WALSH SERIAL

A special button and slide campaign has been devised for the new George Walsh serial, "With Stanley In Africa," and samples of same are now in all Universal Exchanges.

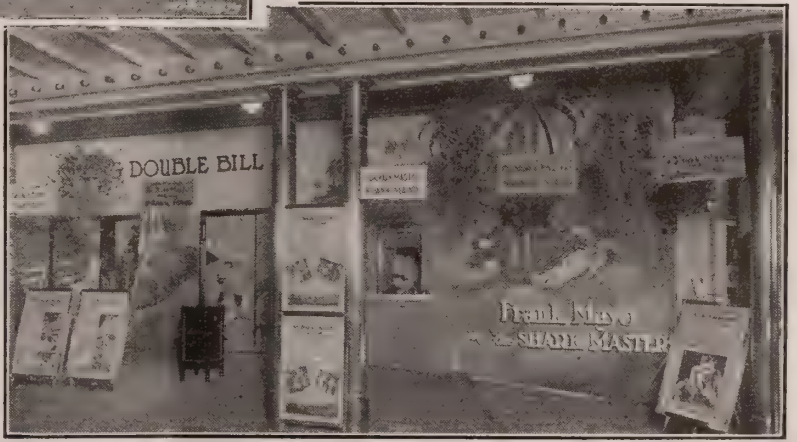
All exhibitors playing this serial are respectfully urged to communicate with the nearest Universal Exchange for co-operation and assistance in launching this novel campaign.

TRY THIS!

Here's a whale of a promotion stunt that won't cost you a cent, will give you more newspaper publicity than any serial ever had before and will line up every school principal, teacher, child and parent behind you. Universal is making arrangements with newspapers throughout the country, in cities of 100,000 and over, to stage a voting contest—the idea being that the newspaper gives away a Motion Picture Camera and Projector to the school that gets the most votes in that city. Coupons will be printed in the newspaper and should be deposited in a ballot-box in front of the theatre running "With Stanley In Africa" on the nights this serial is shown.

Can you imagine the school that doesn't want a Motion Picture Camera and Projector? Can you imagine the interest it will arouse among teachers and pupils?

Write to your nearest Universal Exchange or to the Serial Manager, Universal Film Co., 1600 B'way, N. Y., for all details.



Picturesque "Shark Master" Lobby in Majestic, Portland, Ore., Designed by David Brill.

Ask Your Nearest Exchange For Information About Films

* * *

Consult With the Managers of Our Exchanges to Book the Pictures Advertised in This Magazine

Buffalo, N. Y.—Universal Film Exchange, 257 Franklin St.; M. A. Chase, Mgr.

Butte, Mont.—Universal Film Exchange 23 So. Montana St.; A. W. Skoog, Mgr.

Charlotte, N. C.—Universal Film Exchange, 307 W. Trade St., E. F. Dardine, Mgr.

Chicago, Ill.——Universal Film Exchange, 831 S. Wabash Ave.; I. Leserman, Mgr.

Cincinnati, Ohio—Universal Film Exchange, Pioneer and Broadway; Cleve Adams, Mgr.

Cleveland, Ohio—Universal Film Exchange, 21st and Payne; Tom Colby, Mgr.

Denver, Colo.—Universal Film Exchange, 1422 Welton St.; E. Gerbase, Mgr.

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Indianapolis, Ind.—Universal Film Exchange, 113 W. Georgia St.; R. W. Abbett, Mgr.

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New Haven, Conn.—Universal Film Exchange, 126 Meadow St.; M. Joseph, Mgr.

San Francisco—Universal Film Exchange, District Manager; E. Armstrong, Mgr.

Minneapolis, Minn.—Universal Film Exchange, District Manager; I. Gettleson, Mgr.

Denver, Col.—Universal Film Exchange, District Manager; H. M. Herbel, Mgr.

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Philadelphia, Pa.—Interstate F. Inc., 1304 Vine St.; V. R. Carrick, Mgr.

New York, N. Y.—Big U Exchange, 1600 Broadway; W. Herman, C. Rosenzweig, Mgrs.

BOOK THESE FOR

THRILLS

Jack Perrin in

"The Danger Man"
"Both Barrels"
"The Rim of the Desert"
"The Phantom Terror"

George Larkin in

"The Call of Duty"
"Beauty and the Bandit"
"Raiders of the North"
"The Honor of the Mounted"
"The Fight Within"
"Roaring Waters"

Eileen Sedgwick in

"A Woman's Wit"
"A Battle of Wits"
"The Girl in the Saddle"
"The Night Attack"

Eddie Polo in

"The Return of Cyclone Smith" Series.

Art Acord in

"Fair Fighting"
"The Call of the Blood"
"The Ranger's Reward"

LAUGHTER

Two-Reel Century Comedies

Harry Sweet in

"Shipwrecked Among Animals"
"The Dumb Bell"
"Playing 'Possum"

Brownie, the Wonder Dog, in

"Chums"
"Around Corners"
"Tin Cans"

Baby Peggy in

"The Muddy Bride"
"Sea Shore Shapes"

Two-Reel Jewel Comedies

Joe Martin in

"The Monkey Schoolmaster"
"The Monkey Bell Hop"

Lee Moran in

"P. D. Q."
"Robinson's Trousseau"

Out in front and On your screen

PRISCILLA DEAN

THRILLS!

"'CONFLICT' has met with phenomenal success here. The action displayed in your ads. as well as your posters has proved extraordinarily attractive and therefore lucrative to this theatre."

LOEW'S HIPPODROME,
Baltimore, Md.

Carl Laemmle
presents
Stuart Paton's
UNIVERSAL
JEWEL de Luxe
From the famous novel
by Clarence B. Kelland

"CONFLICT"

GIRL KIDNAPPED WHILE LOVER IS LEFT TO DROWN

"THE SECRET FOUR"

Episode Seven

"Black Waters"

THE tree just missses Jim and Nadine and they start to run. Two men enter and call to Walgrove and Reynolds and tell them the boat is waiting to take them back down the Coast. The two men land, making four to one against Jim, and Walgrove and Reynolds insist on taking Nadine as hostage until they have proved the truth of Jim's statement regarding the envelope. Jim is left helpless on the point, and sees Walgrove, Reynolds and Nadine go aboard the vessel.

Jim makes a daring dive from the cliff and swims out to the ship just as it is starting on its way and climbs aboard.

Adrift!

Jim and Nadine cut the ropes and drop into the sea in a lifeboat.

Reynolds tries to recapture Jim and Nadine. A boat is lowered while a searchlight sweeps the water to locate the lifeboat.

The second boat crashes into Jim's and Nadine's. They are capsized.

Thrown in the water, Jim disappears. Reynolds picks up Nadine in his boat. Jim is given up for dead.

Jim now drifts in on an oar. He looks off and sees the ship turning around. Nadine believes him dead. Jim starts swimming through the black waters.

FAKE HOLD-UP ALMOST PROVES A BOOMERANG

"The News Maker"

One-reel Star Comedy

BILLY, a "cub" reporter, wants to write a story of sufficient news value to wake up the sleepy town in which his paper is located. He dreams of a hold-up which gives him an idea. Helen, his sweetheart, wanting to help him wake up the community and to have a little fun with him, stages a "fake" hold-up.

Double-crossed!

Some real crooks take advantage of the "phoney" gun-men and go out in earnest. The "fake" thieves are caught by the police and have a difficult time explaining matters to the authorities. Meanwhile Billy, still in search of his story, tracks the real crooks and after a spirited chase captures them and regains the money stolen from Helen and her father.

TAKEN BY SMUGGLERS; HORSE AIDS IN RESCUE

"The Ranger's Reward"

Two-reel Western

Starring ART ACORD

BUCK THOMAS, and his horse "Myself," gets a job with the Rangers because of the former's riding ability. He soon falls in love with Myrtle Standing, daughter of the captain of the Rangers, John Standing. Her father is trying to track down a band of smugglers whose secret rendezvous is the Border Hotel, run and owned by Jeff Corby.

Myrtle asks Buck if he minds her borrowing his horse "Myself" for a short canter. Buck gladly lends her his horse and she starts out. She is called to the porch of the Border Hotel by one of the smugglers, who tells her that her father has sent for her. She goes in and is made a prisoner in order that the gang can use her to force her father into easing up on his vigilance where their smuggling is concerned.

The Pursuit

The smugglers then demand that Standing withdraw his forces. He refuses and a fight is about to start when they tell him if he pulls his gun he'll never see his daughter again. Meanwhile, Myrtle has been able to stick a note in "Myself's" bridle and send him for aid. Buck gets the Rangers as soon as he receives the message and they ride to the rescue. After a spirited dash, they fight their way through the gang and release the girl and her father.

CONFERENCE ADOPTS BAN ON SUBMARINES

International News No. 4

New York City.—Blind college boy checker player.

Miami Beach, Fla.—Mirror bathing society's latest fad.

Mt. Rainier, Wash. — Snow-clad mountains lure daring climbers.

'Frisco, Cal.—Styles of yesteryear revived for a day.

Folks You Read About In the Day's News.—Arthur Griffith, chief of the newly-created Irish Free State.

New York City. — Good-by, Mr. Dempsey!

Falkland Islands, S. A. — Penguin army in great conclave.

Washington, D. C. — Conference adopts ban on U-boats.

Tad Cartoon.

REPORTER'S WIT SAVES FUNDS OF OIL COMPANY

"The Open Wire"

Two-reel Western

HELEN DARE, sob sister on The Chronicle, is sent by her city editor to investigate an oil company. The star reporter is in love with her.

She finds the company upset. Arranging with a frightened stenographer to get the list of stockholders, Helen interviews the president. He learns she has obtained the list and lures her to his home on the pretext of giving her complete data on the status of the company. Actually, he has sent his secretary home ahead of him to get all the funds of the organization so they can make a get-away before the police get them. They mean to take the lists from Helen and keep her prisoner until they get away.

The Rescue

The stenographer, who has lost money invested in the organization, tips off the paper. The star reporter hurries to the president's home. He is pitted against the two fugitives, but manages to hold them off until Helen can telephone to the office for help. Police arrive, pinch the crooks, and rescue the funds. The star reporter has been badly beaten, but the big story comes out as he is carted to a hospital.

When he comes to, he finds Helen bending over him, all ready to go to press.

ALLIGATORS ATTACK GIRL ESCAPING LION

"With Stanley In Africa"

Episode Six

"The Pool of Death"

THE savages attack the beast and drive it into the jungle. Jack is overpowered, bound and led away. Seeing that she cannot help Jack, Nadia decides to take a big chance and rush on after Stanley.

Hassan, a friendly black, releases Jack. The two procure rifles from the camp and set out in the hope of again crossing Nadia's path.

Nadia reaches a body of water and starts to cross it. But a lion is in her path, and she flees along the shore in an attempt to evade the beast. She comes to a chasm and is forced to leap with the lion close behind her. She falls short of the edge and drops into the water below just as the lion leaps over her. Coming to the surface, Nadia sees two alligators bearing down upon her!

The Star and Story *of* "The Guttersnipe"

GLADYS WALTON likes roles with plenty of pep. The little Universal flapper star has a role with plenty of the aforementioned quality in "The Guttersnipe" at the .... theatre next ....

She will be seen by you as a fighting, flirting firecat of the "Irish Ghetto" of New York, in the role of Mazie, a shop girl, in a story written directly for the star by Percival Wilde and well fitted to the talent for girlish impersonations which Miss Walton undoubtedly possesses. Dallas FitzGerald directed the filming of the plot from a scenario by Wallace Clifton, author of many film successes.

"I never want to be seen on the screen in a wishy-washy role," she declares. "If writers of my stories can't give me parts with action and vitality in them, I want to go off and keep house for a living. I never could stand playing a part in which I had no chance to show indignation, grief, joy or other emotions in an extremely visual way. I don't want any one to class me as a 'stick' and consequently I don't want the roles that call for wooden action."

In "The Guttersnipe" Mr. FitzGerald directed an exceptionally strong supporting cast which included Jack Perrin, a star in his own right, Kate Price, Carmen Phillips, Ed Cecil, Hugh Saxon, Walter Perry, Eugene Corey, Lorraine Weiler, Sydney Franklin, Christian J. Frank, Seymour Zeliff and other well-known players. Milton Moore photographed. Wallace Clifton is responsible for the continuity.

CAST

Mazie O'Day	Gladys Walton
Dennis O'Day	Walter Perry
Mrs. O'Day	Kate Price
Tom Gilroy	Jack Perrin
Sam Rosen	Sydney Franklin
Lady Clarissa	Carmen Phillips
Lord Bart	Ed Cecil
Angus	Hugh Saxon
Red Galvin	Seymour Zeliff
Clarence Phillips	Eugene Corey
Sally	Lorraine Weiler
Gregory	Christian J. Frank

AT A GLANCE

TITLE—"The Guttersnipe."

BRAND — Universal Special Attraction.

STAR—Gladys Walton.

PREVIOUS SUCCCESSES — "Pink Tights," "The Man Tamer," "Short Skirts," "High Heels," and "Playing With Fire."

DIRECTED BY—Dallas FitzGerald.

SUPPORTING CAST — Jack Perrin, Carmen Phillips, Sydney Franklin, Kate Price, Walter Perry, Ed Cecil, Hugh Saxon, Christian J. Frank, Lorraine Weiler, Seymour Zeliff and Eugene Corey.

STORY BY—Percival Wilde.

SCENARIO BY—Wallace Clifton.

LOCALE—The "Irish Ghetto" of New York.

PHOTOGRAPHY—Milton Moore.

GLADYS WALTON in "The GUTTERSNIPE"
IT'S A UNIVERSAL

ADVERTISING PUNCHES

1—The career of Gladys Walton as a portrayer of flapper roles. No such success has attended any actress who sought to bring to the screen the figure of the girl in her 'teens, lovesick and self-important.

2—The "common" nature of this picture of life in New York's "Irish Ghetto." The shop girl heroine, Mazie, might have lived across the street or next-door with equal probability.

3—The vivid, girlish personality of Gladys Walton, due to health, sweetness of nature and a genuine desire to make her work appeal to the public.

4—This is just the story of an ordinary girl who reads of the things she wants in a love story in "Sloppy Stories" magazine and then applies the policy of the heroine of the love story to her own troubles.

5—"The Guttersnipe" is a human bit of life, true to the character of a little Irish shop girl, not overdrawn or exaggerated in any way.

6—Percival Wilde wrote an original story directly for Miss Walton —and there is no bigger name in the ranks of writers of original stories for the screen.

7—An analysis of a sixteen-year-old's ideas about love, happiness, fine dresses and society—all woven around the actions of a charming little spitfire.

A shop girl of New York's "Little Ireland," Mazie by name, dashes into a street fight to aid a young man in dress clothes. Though badly beaten, he bears a strong resemblance to Lord Lytton, the hero of a story in "Sloppy Stories," which Mazie is avidly reading by instalments. The young man turns out to be a soda clerk — but he looks like Lord Lytton would anyway—so Mazie permits his attentions and together they read the "Sloppy Stories" yarn of English nobility. When her beau is arrested as a counterfeiter, Mazie turns to the latest episode of the tale for advice and through this step an ending to their own love epic is achieved. It is fine romance, with common interest and a flavoring of subtle satire. Miss Walton imparts a splendid realism to her role of Mazie O'Day.

Service Page *for* Gladys Walton's New Release

Mr. Exhibitor: Below is shown a sample made-up Ad, similar to those appearing in the Press Sheet each week. Although Universal justly prides itself on the thorough and immediate service it renders to the Exhibitor, occasionally the Press Books are delayed. To assist the Exhibitor in making up forceful advertisements, The Moving Picture Weekly will offer a specimen made-up ad each week. The Exhibitor will find that, by combining one of the Advertising Display Lines on this page with a Two-Column Scene Cut, he will have a punchful, business-building advertisement superior to the usual run of advertising material sent out by the average producer.

She Was Only a Little Shop Girl With a Hunger for Nine-ninety-eight Dresses and a Bit of Romance—and Her Hero in Dress Clothes Turned Out To Be a Soda Fountain Clerk With a Counterfeiting Charge Against Him.

The Hero of the Thrilling Love Story in "Sloppy Stories" Did This and That—and the Heroine Did Certain Things. Cupid, the Shop Girl and Her Soda Fountain Hero Do These Things, Too!

DON'T GET FRESH

WITH

GLADYS WALTON

She Packs a Mean Wallop in

"The Guttersnipe"

GLADYS WALTON in "The GUTTERSNIPE"
IT'S A UNIVERSAL

The Thrilling Pages of the Love Story of "Sloppy Stories" Magazine Held Her Mind in a Thrall—She Wanted Some of That Romance For Herself.

LYRIC THEATRE **ALL NEXT WEEK**

Mazie, the Shop Girl with a Hunger For Life, Saw Herself as the Heroine of Harold Hetheridge's Wonderful Love Story in "Sloppy Stories." Tom, Her Soda Clerk Sweetheart, Saw Himself as the Hero of the Story, and They Lived the Serial, Chapter by Chapter, in Their Own Limited Lives.

❦

Eleven Cents With War Tax—Fourteen Cents Change for a Quarter, and a Dime of It Was Brand New, Cleverly Counterfeited. Did Her Soda Fountain Hero Pass His Bad Money Off on Mazie O'Day as Well as Other Customers?

❦

Her Sweetheart Was in Jail—Called a Counterfeiter. In "Sloppy Stories" the Hero of "Lord Lytton's Love" Was Helped by His Milkmaid Sweetheart. The Little Shop Girl Read the Last Instalment Breathlessly To See How Lord Lytton's Sweetheart Accomplished His Escape—and It Worked For Her, Too!

❦

Did Only Lords and Milkmaids of Old England Have Beautiful Romances? Couldn't Mazie and Her Soda Fountain Hero Have One, Too? They Read Together Each Instalment of the Wonderful Love Story of an English Lord and His Humble Sweetheart in "Sloppy Stories"—and Then They Did It, Too!

❦

Percival Wilde Has Analyzed the Flapper—Here She is, Mazie O'Day, a Little Shop Girl in a Soda Fountain Romance.

❦

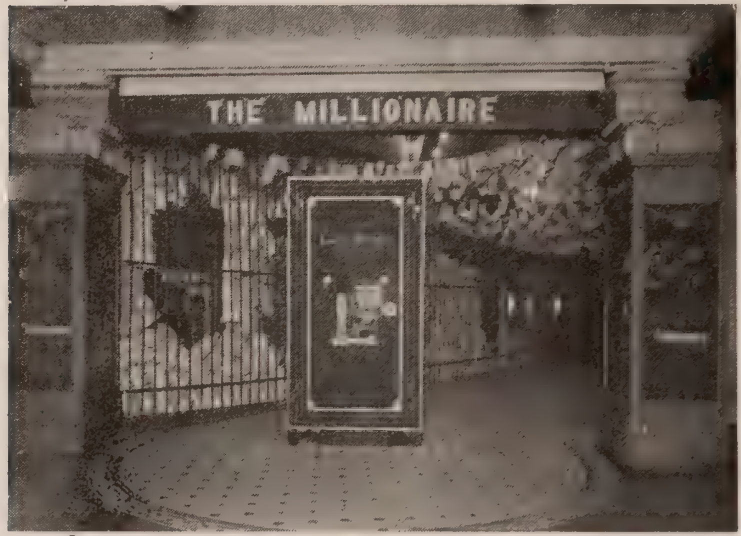
With the Hunger of a Young Heart for Romance, She Read the Pages of "Sloppy Stories"—and in Her Own Life She Found a Parallel For the Love Story She Read—Except That Her Hero Was a "Soda Jerker" Instead of a Lord and Was Charged With Counterfeiting Instead of Not Paying His Gambling Debts. But This Love of Hers Was Just as Real.

❦

Nickel by Nickel, She Saved the Money For the Beautiful Dress—and Then Her Dress Suit Hero Got Himself in Jail and Needed Money.

EXHIBITORS' OWN PAGE

EFFECTIVE LOBBY FOR "THE MILLIONAIRE"



The Frolic Theatre, San Francisco, Originated This Novel Lobby For Herbert Rawlinson's Recent Special Attraction.

"A Real Box-office Attraction"

"Outside the Law," with Priscilla Dean.—This proved a real box office attraction and patrons were all pleased.—R. A. Wilt, Wilt Theatre, Ligionier, Pa.—Neighborhood patronage.

"Very Good Picture"

"The Rowdy," with Gladys Walton.—A very good programme picture for a neighborhood house.—G. W. Yeaton, Ioka Theatre, Exeter, N. H.—Neighborhood patronage.

"Pulled Me Through"

""The Big Adventure," with Breezy Eason.—This picture pulled me through on a night that I had a big home talent show for opposition.—Eugene Saunders, Palace Theatre, Harvard, Ill.—General patronage.

"A Pleasing Picture"

"Luring Lips," with Edith Roberts.—A pleasing picture. Quite a number came up to the box office and expressed their opinion as such.—Silverman Bros., Strand Theatre, Altoona, Pa.—General patronage.

"Mighty Good Production"

"The Virgin of Stamboul," with Priscilla Dean.—A mighty good production. Many favorable comments on this one. If your patrons do not object to Oriental stuff be sure to run it.—M. D. Foster, Gem Theatre, Williamsburg, Kan.—Neighborhood patronage.

EXHIBITORS' TID-BITS

Herman Jans assumed direction of the Rivoli Theatre, New Brunswick, N. J., which he opened with a special program January 9. William D. Waldron officiated as manager.

Six For Blumenthal

The Blumenthal Circuit will build their sixth theatre in the chain of Hudson County picture palaces on Washington street in Hoboken, N. J. Plans are now being drawn and building will start soon after the first of the year.

Windsor Theatre Enthuses

S. Cohen, manager of the Windsor Theatre, New York City, is another exhibitor warm in his praise for "Winners of the West," the Art Acord serial. Cohen reports rousing box-office returns.

"100 Per Cent. Laughs"

"The Country Hero" (Universal), with a special cast.—The best Century comedy in the bunch; 100 per cent laughs.—H. W. Russell, Family Theatre, Albion, N. Y.—Neighborhood patronage.

"Action, Suspense and Beautiful Scenery"

"The Blazing Trail," with Frank Mayo.—A very good programme picture with action, suspense and beautiful mountain scenery.—M. D. Foster, Gem Theatre, Williamsburg, Kan.—Neighborhood patronage.

(Courtesy Exhibitor's Herald)

"Went Big"

"In Again" (Universal), with Harry Sweet.—This one went big. New stuff in this one, that went big. You can boost this comedy. Will go big.—William Thacher, Royal Theatre, Salina, Kan.

"Another Bull's-eye"

"Tin Cans" (Universal), with a special cast.—Brownie, the dog, is a favorite of our juvenile patrons and he surely scored another bull's eye with this one. He is clever and he gets the laughs. What more could you want, besides another Brownie comedy?—Harry M. Palmer, Liberty Theatre, Washington, Ind.—General patronage.

"Had To Call the Police"

"The Fox," with Harry Carey.—Every foot is action with dramatic and humorous incidents. We advise all houses catering to Western subjects to grab it. Carey never was better in his life.—Had to call the police to keep them from breaking down the doors.—Lewis & Brisco, Princess Theatre, Elwood, Ind.—Transient patronage.

"Did Excellent Business"

"The Fox," with Harry Carey.—This picture did excellent business as the star is very popular in Oklahoma City.—William Noble, Rialto Theatre, Oklahoma City, Okla.—General patronage.

"Suited Entire Audience"

"The Man Tamer," with Gladys Walton.—Good story, well acted and suited the entire audience. Star popular with our fans.—W. C. Allen, Casino Theatre, Antwerp, N. Y.—Neighborhood patronage.

"Plenty of Action"

"Outside the Law," with Priscilla Dean.—A mighty good, strong picture with plenty of action and will please them if they like strong pictures.—M. D. Foster, Gem Theatre, Williamsburg, Kan.—Small town patronage.

"Will Go Over Any Place"

"The Virgin of Stamboul," with Priscilla Dean.—Pleased all. Big picture. Will go over any place. Played to capacity against strong opposition and a community fair and carnival. Many angles of exploitation possible. Miss Dean is certainly a drawing card.—Dr. Roy Hudson, the Liberty Theatre, Killeen, Tex.—Neighborhood patronage.

What the Theatre Owners Are Doing

EXHIBITORS: Please let us know what you are doing—we are interested, and our readers are interested, in hearing about any innovations, improvements or renovations you make in your house. If you "pull" any original exploitation stunts, devise any striking lobbies, or originate any effective ballyhoos, SEND IN PHOTOS OF THEM! You will be given full credit and your ideas may help some other exhibitor, and his will help you. Address all communications to "THE CHAT PAGE," Care of THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

S. Gocalis has purchased the Gvele and Victory Theatres of Elizabeth, New Jersey, from J. Shepard. Mr. Gocalis will continue the policy of showing all Universal attractions at those two theatres.

—:o:—

Messrs. Brown and Darress of Boonton, New Jersey, will play Harry Carey in "The Fox," Priscilla Dean in "Conflict," and the all-star picture, "No Woman Knows."

—:o:—

Many inquiries pour into the "U" exchanges regarding the forthcoming Universal-Jewel-Collier silver-sheet version of H. C. Witwer's stories. "The Leather Pushers," will be released in twelve episodes, two reels to an episode, or "Round."

—:o:—

Tom Sheeley will manage the Hespe Theatre in Jersey City, recently acquired by Frank Hall from "Doc" Hespe. Sheeley formerly managed the Casino Theatre in Jersey City.

—:o:—

Ground has been broken in Union Hill, New Jersey, for the construction of the two palatial picture theatres being built by the State Theatre Corporation.

—:o:—

Nat Feltman, whose activities with the Interboro Delivery organization has made for him a host of friends in the industry, has again turned exhibitor. He has purchased a theatre on 180th street, New York City, and will play all Universal productions.

—:o:—

W. C. Price will play "The Straphanger" at his Farragut, Kingsbury, Merit and Linden Theatres, New York City.

"Policemen To Regulate the Crowds Outside"

Toronto, Can.

Canadian Universal Film Co.
Gentlemen:

I have been running serials for the past eight years and about six weeks ago I had fully decided that I would never run another serial in my theatre, as I did not believe it was getting me any business, but I was finally convinced that "Winners of the West" might bring me some business, but I can assure you I had my doubts.

I opened up with the first chapter of the above on December 29th, 30th and 31st, and I am truthfully stating that my theatre was packed to the doors at each one of the performances and I had to turn hundreds away, as they were unable to get in.

The second episode was played with even bigger results; in fact, so much so that we had to have policemen there to regulate the crowd outside.

I have completely changed my mind about serials, and I believe that any exhibitor who plays "Winners of the West" and gives it the proper exploitation will do as much if not better than I have done on the first two chapters.

The exploitation I used was the bicycle stunt and I also had a man announce from the stage just how this bicycle would be given away about two weeks before I played the first chapter, and I also handed out 5,000 hand bills to the school children and houses around my vicinity, with the results that the curiosity was aroused of not only the children in my vicinity, but mothers, fathers, brothers and sisters, and the consequences were packed houses each performance, and, better still, each and everyone who saw the first two chapters of "Winners of the West" was well pleased, saying it was one of the best serials ever seen.

Assuring you that I am completely sold on playing serials, provided you sell me the idea of exploitation and my advice to exhibitors is to book it and do it quick.

Yours very truly,
CRYSTAL THEATRE,
R. J. Bruce.

"Very Few Dry Eyes"

Ipava, Ill.

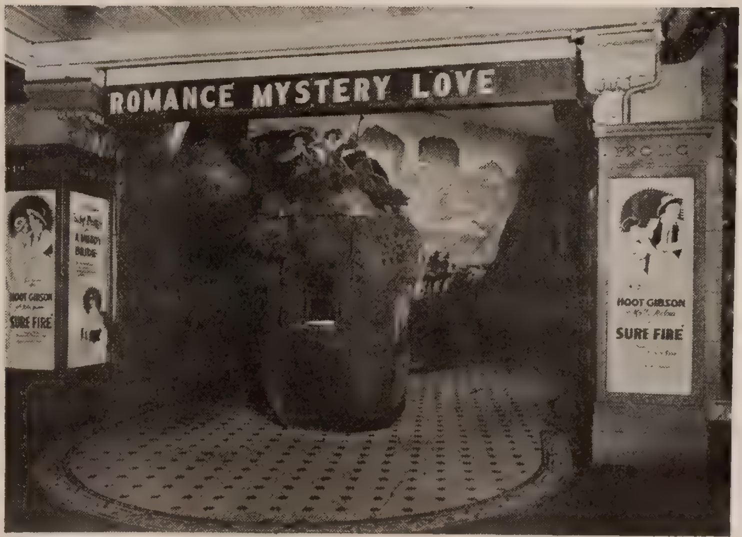
Universal Film Exchange,
Dear Sirs:

In "No Woman Knows" you have a wonderful picture. My patrons praised it very highly. There were very few dry eyes when lights went on.

Exhibitors who want future business have good judgment when they grab "No Woman Knows," and most of the other Universal Jewels. We have played all, thanks to Universal.

Yours truly,
GARDEN THEATRE,
Mrs. C. H. Mullen.

CLEVER DISPLAY FRONT FOR "SURE FIRE"



Hoot Gibson's Recent Universal Special Attraction, "Sure Fire," Proved a Big Money-maker For the Frolic Theatre, 'Frisco, Due, in Part, To This Effective Lobby.

"With each chapter business increases seventy-five per-cent"

says J. B. Olinger
American Theatre
Milwaukee

"It's the greatest continued play ever made. With each chapter business increases seventy-five per cent. Last Sunday, third chapter drew biggest business on Sunday we have had in almost a year. Never in my life have I received so many comments of approval from patrons. It's a production every exhibitor should book if he wants to increase his business."

Carl Laemmle presents

ART ACORD

in

"Winners of the West"

UNIVERSAL'S

Red-blooded, American History Chapter-play

by Edward Laemmle

Griffith to Manage Cuba Exchange

Beverly Griffith New Manager In Havana, Replacing Charles King, Resigned—Has Had Extensive and Varied Experience—His Notable Record With Universal

BEVERLY GRIFFITH, whose connection with the film industry antedates the formation of the Universal, has just been appointed general manager of the Universal's Cuban exchanges, and supervising director of the several theatres on the island which Universal has leased for first-run showings of its pictures there. Charles King has resigned to accept another connection.

Experience is a good qualification for an exchange manager and Mr. Griffith has had a variety of experiences, which falls to the lot of few men. He was one of the first men engaged for the producing plant which Universal established in California, and when Universal City was "located" he was the location manager of the company. He has held down every possible job on a lot which has to do in any way at all with the making of moving pictures.

Was Aviator During War

His production experience, however, terminated with the war, and after he was mustered out of the air service Carl Laemmle placed him in charge of his exchange in the Hawaiian Territory After one trip there, in which he made a thorough investigation and survey of the islands, Mr. Griffith decided to do all of his managing of the islands from San Francisco. This was due to the absolutely nauseating effect which the sea voyage had upon him on the westward and eastward trips across the Pacific.

He left on Friday by train to Key West and plans to fly to Havana in an airplane, rather than have another experience with Father Neptune.

Many New Ideas For Exchange

Mr. Griffith's connection with Universal has only been broken twice, once by the war and once by an offer from the Fox organization which he couldn't refuse and during which time he was assistant to Howard J. Sheehan, Pacific Coast Exchange Manager.

In the last few years the Cuban business of the company has been very materially increased by Mr. King, and the showings at the Campoamor in Havana have given irrefutable evidence of the interest which Universal pictures have evoked in Havana. Mr. Griffith has the advantage of a very good working knowledge of the Spanish language, and has a number of exchange ideas which he is anxious to put into practise in Havana.

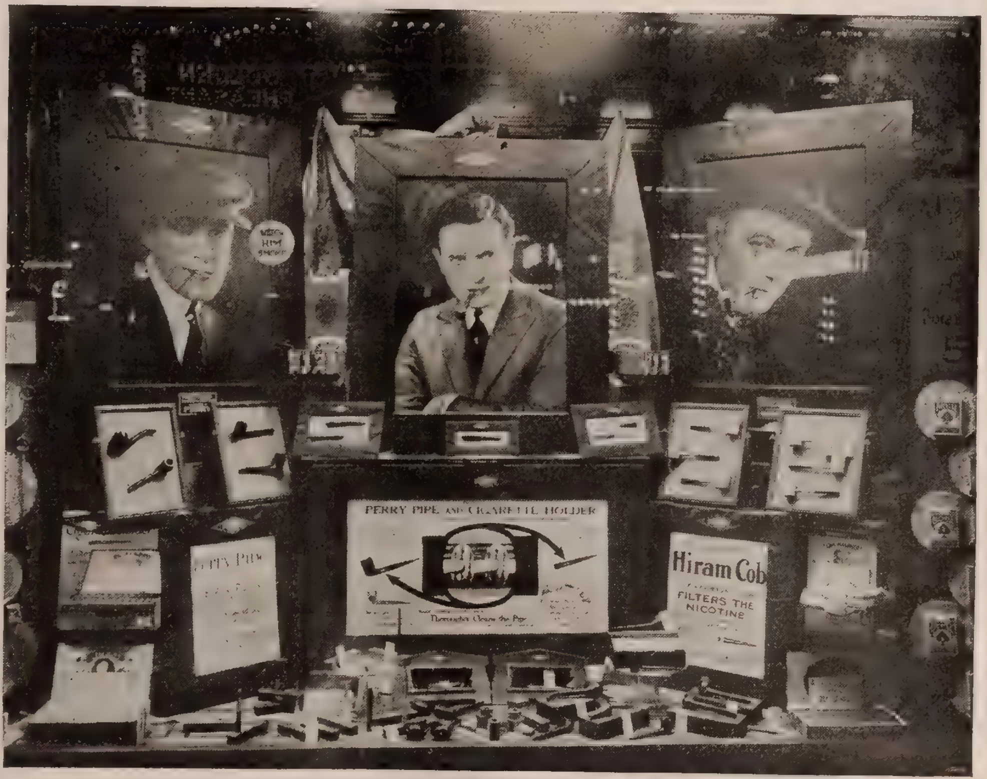
Perry Pipe Company Features "U" Trio

This illustration shows the window of the Hotel McAlpin drugstore, New York City. In this window, the Perry Pipe Company presented a compelling display that caught the eyes of a half a million people a day who were commuting via the Hudson Tubes, downtown and uptown subways, elevated roads and others passing by.

Portraits of Herbert Rawlinson, Harry Carey and Frank Mayo were prominently shown with various styles of Perry Pipes protruding from the mouths in the portraits. Smoke fumes made by means of a special device gave the effect of actual puffing on the pipes which compelled the attention of everybody who chanced to pass the window.

These illustrations merely show the exploitation interest taken by Universal in popularizing their stars and productions for exhibitors' benefit regardless of contracts or play dates. This is another reason why you should "cuddle up to Universal."

HOTEL McALPIN DRUGSTORE (N. Y. C.) PLAYS UP "U" STARS



Window of Hotel McAlpin Drugstore, New York City, Showing Perry Pipe Company Display, Featuring Herbert Rawlinson, Frank Mayo and Harry Carey.

CURRENT RELEASES

Special Attractions

Starring

HERBERT RAWLINSON

"The Millionaire"
"Cheated Hearts"

❦

Starring

FRANK MAYO

"Dr. Jim"
"Across the Deadline"

❦

Starring

HOOT GIBSON

"Red Courage"
"Sure Fire"
"The Fire Eater"

❦

Starring

GLADYS WALTON

"High Heels"
"Playing With Fire"
"The Guttersnipe"

❦

Starring

MARIE PREVOST

"Nobody's Fool"
"A Parisian Scandal"
"Don't Get Personal"

❦

Starring

MISS duPONT

"The Rage of Paris"
"False Kisses"
"Shattered Dreams"

JEWELS

❦

PRISCILLA DEAN

"Conflict"

❦

"No Woman Knows"
(With Mabel Julienne Scott)

❦

"P. D. Q." (Two Reels)

❦

HARRY CAREY

"The Fox"

❦

JOE MARTIN

(Two Reels)
"A Monkey Schoolmaster"

Two Reel Releases

EILEEN SEDGWICK

"The Dream Girl"
"A Battle of Wits"

❦

JACK PERRIN

"A Bluejacket's Honor"
"The Phantom Terror"

❦

SPECIAL CAST

"Captain Kidd's Finish"
"The Night Attack"
"The Room of Death"
"The Open Wire"

❦

ART ACORD

"Fair Fighting"
"The Ranger's Reward"

❦

REGINALD DENNY

"The Leather Pushers" Series

❦

"Cyclone Smith" Series
EDDIE POLO

"A Battle Against Odds"
"Square-Deal Cyclone"
"The Yellow Streak"
"The Heritage of Hate"
"Cyclone Smith's Vow"
"A Ride For a Rancho"

Serials

Starring

GEORGE WALSH

"With Stanley In Africa"

❦

Starring

EDDIE POLO

"King of the Circus"
"Do or Die"
"The Secret Four"

❦

Starring

EILEEN SEDGWICK

"Terror Trail"

❦

Starring

ART ACORD

"The White Horseman"
"Winners of the West"

❦

Two Reel Century Comedies

"Playing 'Possum"
"Get Rich Quick Peggy"
"A Family Affair"
"Chums"
"The Dumb-bell"
"Shipwrecked Among Animals"
"The Straphanger"
"An Idle Roomer"
"Circus Clowns"

❦

One Reel Star Comedies

"Line's Busy"
"Ice Box Pirates"
"Heart Breakers"
"Show Me Your Samples"
"Oh, Nursie!"
"Fur Coats and Pants"
"Westward Whoa!"
"Almost A Rancher"
"Penny Ante"
"The News Maker"

INTERNATIONAL NEWS TWICE-A WEEK

Gladys Walton

Have you played these Walton Successes?

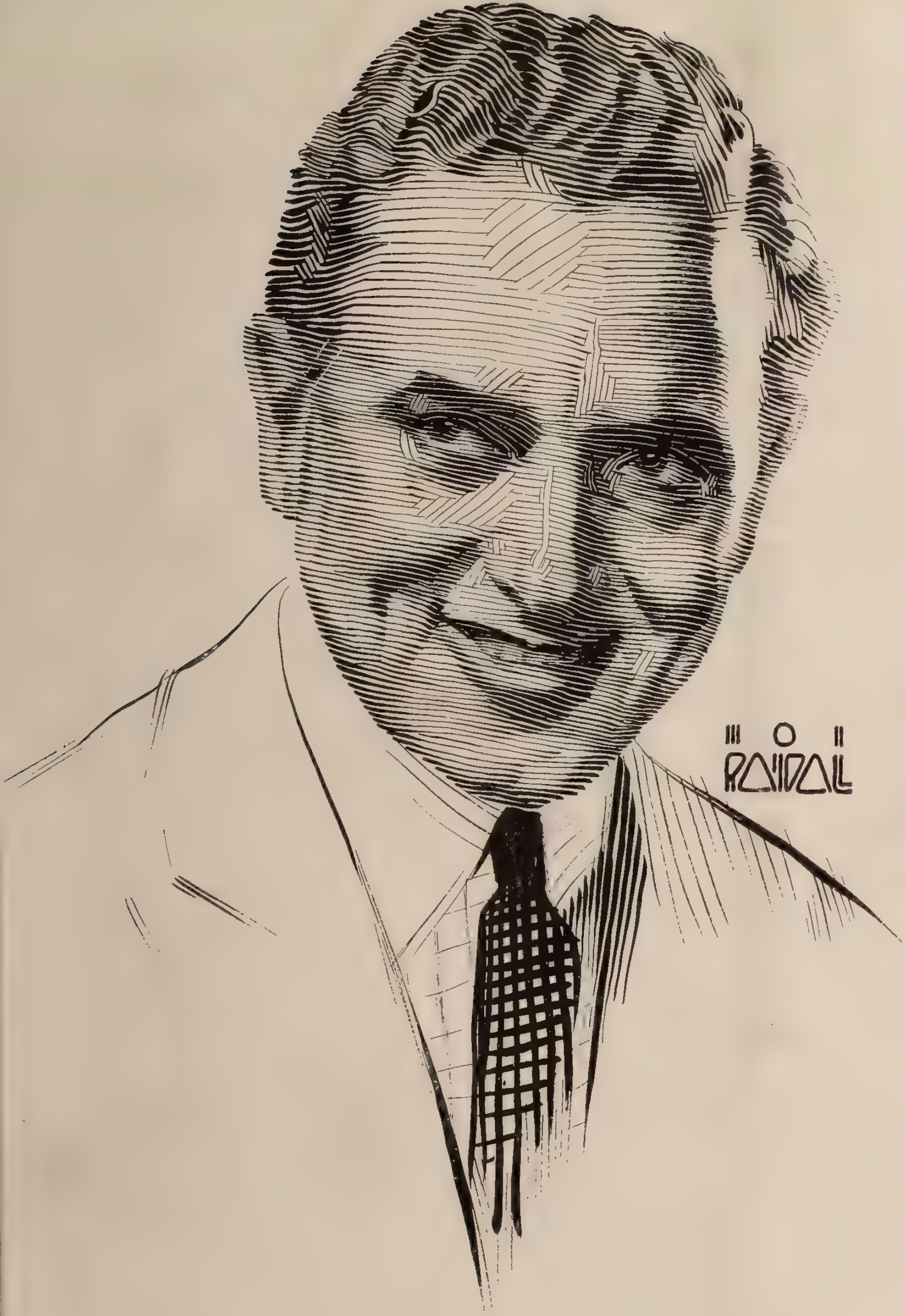
presented by Carl Laemmle

"ALL DOLLED UP"
"DESPERATE YOUTH"
"THE MAN TAMER"
"SHORT SKIRTS"
"THE ROWDY"
"HIGH HEELS"
"PLAYING WITH FIRE"
"THE GUTTERSNIPE"

The Best Once-a-week
Feature that Money
Can Buy

Universal
Special
Attractions

Miss
Du Pont
America's Most
Beautiful Blonde
in
"Foolish
Wives"



The MOVING PICTURE WEEKLY

VOL. 14 FEB. 4, 1922. NO. 25

HERBERT RAWLINSON
IN
"The SCRAPPER"
UNIVERSAL
SPECIAL ATTRACTION~

COMING

Carl Laemmle
announces the
early presentation of

Harry Carey

in a big
Universal-Jewel
directed by
Stuart Paton

"MAN TO MAN"

Witwer Expresses a Trunkful!

(*Telegram*)

LOS ANGELES, Jan. 16, 1922.

CARL LAEMMLE,
PRESIDENT UNIVERSAL FILM COMPANY,
1600 BROADWAY, NEW YORK, N. Y.

I have just seen the first two rounds of the the "Leather Pushers," and as the author of the stories I cannot find words to adequately express my appreciation and gratitude for the manner in which they have been made into motion pictures. Not only have my stories been followed to the smallest detail, but whatever they lacked on the printed page has been uncannily supplied by the picturization, photography, direction, cast, continuity of action and those little deft touches that one cannot call by name but which unconsciously make themselves felt and make the whole picture a masterful effort. All these and more are in the filming of my book. I honestly feel that my creation of the characters was the least part of the pictures.

H. C. WITWER.

ARE YOU WITH

No. 267. --- Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

NOBODY realizes better than I do that one of the hardest things for you to do--and do successfully--is to raise your admission prices.

You can't do it on ordinary pictures. It is even hard to do it on better-than-ordinary pictures. But, now and then, as in the case of a genuine super-production you will undoubtedly have to do it---and you can!

A change is coming over the business. Before long other producers will present super-productions, and they will attempt to come as close as possible to the brand-new standard set by "Foolish Wives," the first real million-dollar picture. You will need these super-productions in your business just as you will need "Foolish Wives," because of the intense desire on the part of the public to see them.

Therefore you will probably have to change your price policy frequently, boosting your rates when you have the goods and dropping back to your normal admission price when you have the regular run of product.

Take "Foolish Wives," for example. In addition to well over a million which we spent on the negative, we must pay for positive prints and for exploiting and for handling. All these expenses put together will make it necessary for the Universal to gross about $2,300,000

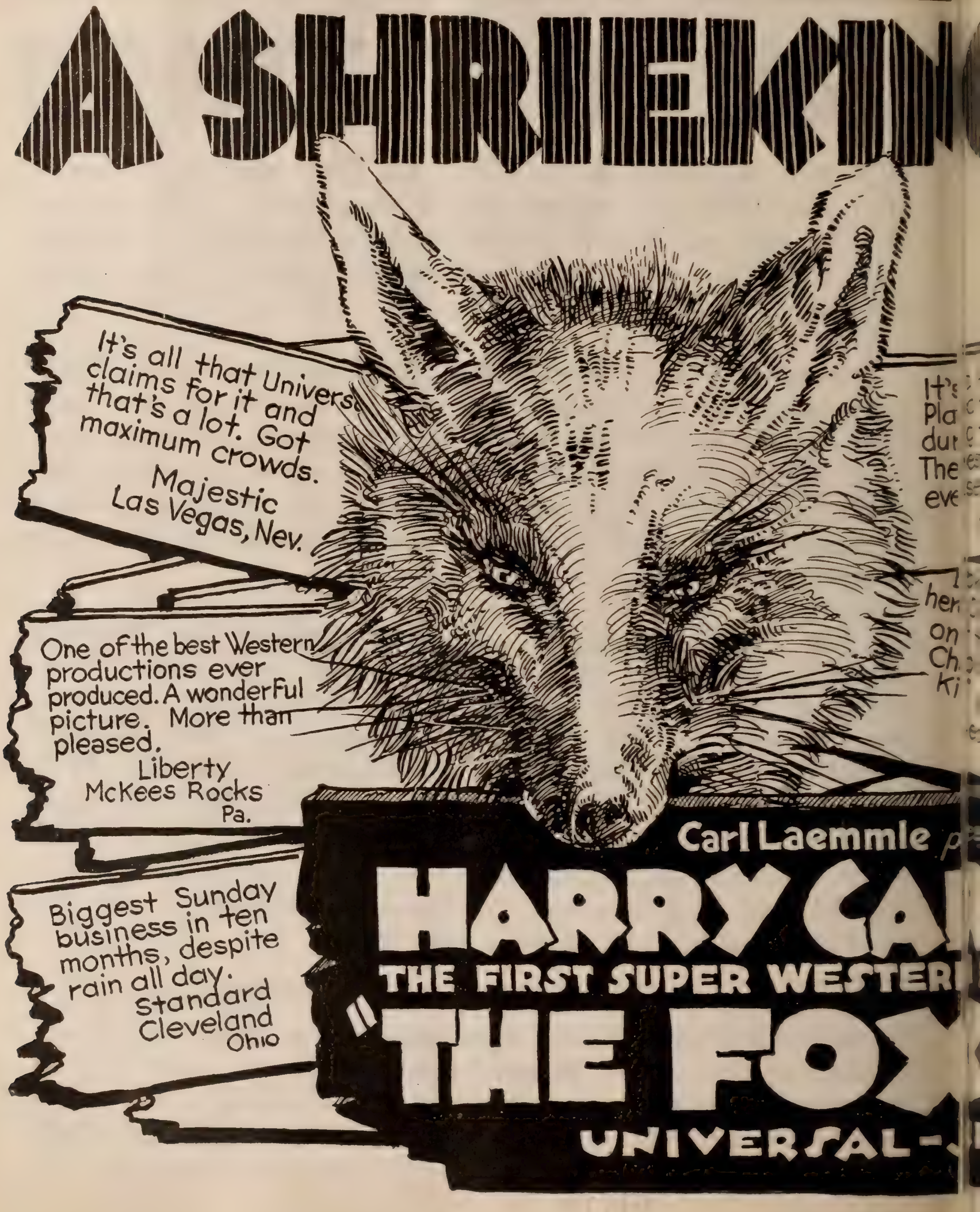
ME ON THIS?

BEFORE WE BREAK EVEN! To gross any such sum as that, we must get record prices from you. You, in order to pay us record prices without damaging yourself, will have to get record admission prices from your patrons.

Already I have received a stack of bids from exhibitors who want "Foolish Wives." In nearly every case they represent a much higher price than the bidders ever paid before for any picture. In some cases they are three and four times as much! This is a tremendous encouragement to the Universal, just as it will be to other producers.

But it means higher admission prices for "Foolish Wives." It means that the exhibitors will make their clean-up on the big picture long before the Universal even begins to get back its investment. AT LEAST THREE YEARS WILL HAVE ELAPSED FROM THE TIME WE STARTED TO MAKE "FOOLISH WIVES" BEFORE WE EVEN APPROACH THE BREAKING-EVEN POINT. That is a long time to tie up moving picture capital, but that is what the business demands if we are to keep building up public interest in our shows.

The Universal is ready to keep on with this policy if you will from time to time support us with higher admission prices and proportionately higher rentals on genuine super-pictures. IS YOUR POLICY ELASTIC ENOUGH TO MEET THE NEW CONDITIONS OF THE BUSINESS?



A SHRIEKI

It's all that Universal claims for it and that's a lot. Got maximum crowds.
Majestic
Las Vegas, Nev.

One of the best Western productions ever produced. A wonderful picture. More than pleased.
Liberty
McKees Rocks
Pa.

Biggest Sunday business in ten months, despite rain all day.
Standard
Cleveland
Ohio

It's
Pla
dur
The
eve

her
on
Ch
ki

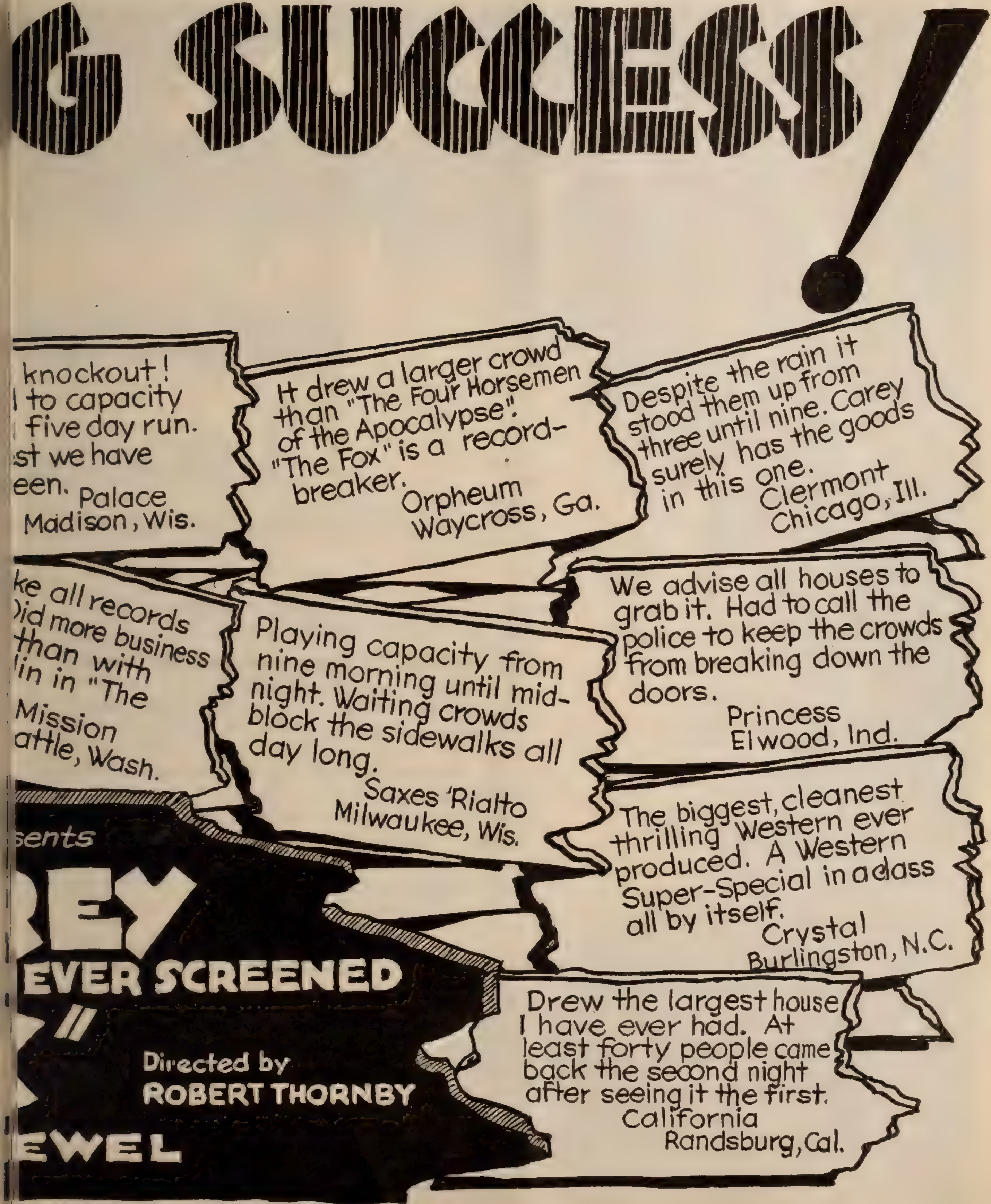
Carl Laemmle p

HARRY CA

THE FIRST SUPER WESTER

"THE FO

UNIVERSAL-



G SUCCESS!

knockout!
l to capacity
five day run.
st we have
een. Palace
Madison, Wis.

It drew a larger crowd than "The Four Horsemen of the Apocalypse". "The Fox" is a record-breaker.
Orpheum
Waycross, Ga.

Despite the rain it stood them up from three until nine. Carey surely has the goods in this one.
Clermont
Chicago, Ill.

ke all records
Did more business
than with
lin in "The
Mission
attle, Wash.

Playing capacity from nine morning until midnight. Waiting crowds block the sidewalks all day long.
Saxes' Rialto
Milwaukee, Wis.

We advise all houses to grab it. Had to call the police to keep the crowds from breaking down the doors.
Princess
Elwood, Ind.

The biggest, cleanest thrilling Western ever produced. A Western Super-Special in a class all by itself.
Crystal
Burlingston, N.C.

Drew the largest house I have ever had. At least forty people came back the second night after seeing it the first.
California
Randsburg, Cal.

sents

REY

EVER SCREENED

X"

Directed by
ROBERT THORNBY

EWEL

"WITH STANLEY

Carl Laemmle prese

GEORGE

with

Louise

In a Startling Re-creation of Hist

Get in the game, boys! The cards are on the table, face up. Figure your own hand.

George Walsh has won a reputation second to none as a feature star. **You know** what he did in five reel pictures. Drew like a Niagara whirlpool and always **a taste for more.**

That **taste for more Walsh** is going to coin many dollars for you with this serial. George Walsh in a five-reel feature pulled **a big audience,** but George Walsh in this eighteen episode continued feature will **pull that same audience eighteen times,** plus the regular serial fans and the extras due to cumulative word-of-mouth publicity.

And the children! Just watch those kids! As their pal, George Walsh is the "daddy of 'em all." Your only trouble will be to save enough seats for your grown-ups.

IN AFRICA"

WALSH

Lorraine

y's Most Dramatic Adventure

Teeming with action and adventure, Stanley's trip through Africa was more exciting, more alluring, than the most highly-colored fiction. All the high lights of this remarkable journey have been authentically portrayed in this serial, thrilling, human, absorbingly interesting, while its unique educational value will make school authorities, parents and censors your everlasting friends. Exhaustive search was made to gather information on Africa as it was when Stanley made his journey and, in addition, invaluable information and data was secured from the hundreds of reels of the famous Universal Smithsonian Institute Expedition to the heart of Wild Africa.

Your campaign book shows you the greatest bunch of exploitation aids ever prepared for a serial. Get a copy at your Universal Exchange **to-day.**

Directed by
EDWARD KULL

PUT VARIETY INTO YOUR

Zip up your comedy program with **variety.** People are different—you can't make 'em **all** laugh in the same way. Here are **four distinct types** of rib-ticklers, guaranteed between them to find the spot of risibility in every kind and condition of human.

JOIN HANDS WITH THIS BIG FOUR

They're a quartette that'll bring the only kind of harmony a box-office wants to listen to—the jingle of coins. Symphonies in laughter are their specialty. Read what fellow exhibitors say of them:

O. L. Meister, Mgr. Milwaukee Theatre, Wis.

"Universal Century Comedies have been played at our theatre for a considerable length of time and it may interest you to know that we have found them to be positively **one hundred per cent entertainers—clean,** and **just the kind that makes a hit with every kind of person.** This I know from the comments that come into our office, and for that reason, **we wouldn't miss a Century release** for the world. They are the best two-reelers on the market, and no exhibitor who is interested in his success can afford to be without them."

BROWNIE, THE WONDER DOG
In
"Brownie's Little Venus"
"Brownie's Baby Doll"
"Chums"
"Golfing"

BABY PEGGY
In
"Sea Shore Shapes"
"A Muddy Bride"
"Get-Rich-Quick Peggy"

HARRY SWEET
In
"Mamma's Cowpucher"
"Playing 'Possum"
"The Dumb Bell"
"Shipwrecked Among Animals"

COMEDIES

LEE
MORAN
In
"The Straphanger"
"The Touchdown"

R. S. Pryor, Mgr. Grand Central Theatre, Austin Tex. Says:

"We consider Century Comedies the **best drawing-card**; in fact our books show that **Century Comedies have made ‘blue’ Monday one of the best days in the week.** We can truthfully say that if an exhibitor has a day in the week that doesn't go over, he will find on trial that a Century will make the blue day one of the best days in the week. Of course, it will take several weeks; in other words, the fans will have to see a Century and you know they don't all come in one night."

Century Comedies

Released thru Universal

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor*
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Vol. 14 FEBRUARY 11, 1922 No. 5

Gossip From the West Coast Studios

Universal City Working Full Speed On Splendid Program of Jewels, Special Attractions and Historical Chapter-Plays

SOME unregenerate newspaper man out in Iowa wrote a story to the effect that Frank Mayo, Universal star, and his wife, Dagmar Godowsky, had parted company. The cause assigned was Miss Godowsky's contention that a wife had as much right to a career as her husband, and Mayo's decision that a wife's place was in the home. At any rate, Miss Godowsky left immediately for New York. In proof of every newlywed's inability to live without "her," Mayo asked for a vacation. He left Universal City on January 19th and arrived in New York on Wednesday, Jan. 25th. He will be away from the studio six weeks, having just finished work on "The Way Back."

◆

HERE'S the cast for the "Robinson Crusoe" serial, which is already in production at Universal City. Harry Myers will play *Robinson Crusoe*. The only man in the world who would be convincing in the rôle of *Man Friday* is Nobel Johnson; he has been engaged. Others in the cast are Josef Swickard, Gertrude Olmstead and Gertrude Claire. Robert Hill is waving the megaphone.

◆

UNIVERSAL has just bought Anne Caldwell's play, "Top o' the Morning" for Gladys Walton.

◆

HOOT GIBSON has just finished a picture entitled "The Singin' Kid." It was directed by Ed Sedgwick, who used to be a screen comedian, and has the pleasure of being a brother of Eileen Sedgwick.

◆

MARIE PREVOST has just started production at Universal City on Arthur Somers Roche's story, "Kissed." King Baggot is directing.

THOSE who remember the "typical" scenery in Erich von Stroheim's first picture, "Blind Husbands," will be interested to know that this geographic double for the Tyrolean Alps is being used for the locale of "The Storm," in which Reginald Barker is directing House Peters, Virginia Valli and Noah Beery.

◆

AN interesting experiment is being tried at Universal City. They are endeavoring to ascertain whether the very sketchy story contained in a popular song can be made into a satisfactory moving picture. The song they have chosen is "Second-Hand Rose," immortalized by Fannie Brice in the "Follies." It is being directed by Lloyd Ingraham.

◆

HAROLD GOODWIN, who will be remembered by fans as a very clever boy actor, has now arrived at man's estate. He is playing second leads at Universal City, and has recently supported Hoot Gibson in "The Singin' Kid," Harry Carey in "Man to Man," and Marie Prevost in "Kissed." None of these has been released yet.

◆

ARTHUR STATTER, Los Angeles newspaperman and scenerio writer, has been given charge of the serial and short reel feature department at Universal City. He replaces William Lord Wright, who recently resigned. Statter will bring to conclusion two big historical serials and prepare to start another. "In the Days of Buffalo Bill" and "With Stanley In Africa" are the historical productions now under way. A serial based upon "The Adventures of Robinson Crusoe" is to start soon. Edward Laemmle is directing "In the Days of Buffalo Bill," with Art Acord starring.

The Greatest Beat in Film History

International News on Day of Pope's Death Supplies Only and Exclusive Pictures of Benedict XV and Vatican Ceremonies

WHAT is perhaps the greatest news reel "beat" ever recorded in moving picture history occurred last Sunday when the International News Reel Corporation supplied Broadway theatres a few hours after the Pope's death, with the only and exclusive moving pictures ever taken of Pope Benedict XV. International, the only news reel company ever to take moving pictures of a Pope or in the Vatican, recently obtained possession of the only moving pictures of His Holiness ever filmed and now possesses exclusive rights to the only pictures of a head of the Roman Catholic Church, and of the interior of the Vatican.

At the same time that Broadway houses were being supplied with the Pope pictures, 300 prints were being rushed by fast mail, aeroplane mail, courier and other means to exhibitors in other parts of the United States. These prints, each five hundred feet in length, are a part of International News No. 7, released by Universal, and are being supplied to all users of the International news reel service, without added cost.

The celerity with which the pictures of the Pope were distributed Sunday is all the more remarkable owing to the fact that International was not deceived by the false report of Saturday afternoon, but waited until absolute confirmation of the Pope's death early Sunday morning, before starting to work on the news reel feature. Laboratory workers of the Universal Fort Lee plant had to be called from their beds.

The films give an unusual idea of the splendor surrounding the various Papal ceremonies. They include close-ups of the priceless church jewels, among which are the Pope's gem-decked tiara and mitre. The remarkable affection exhibited towards the Pope by the people of Italy is shown in colorful scenes of Benedict XV blessing huge throngs of pilgrims to the Holy City.

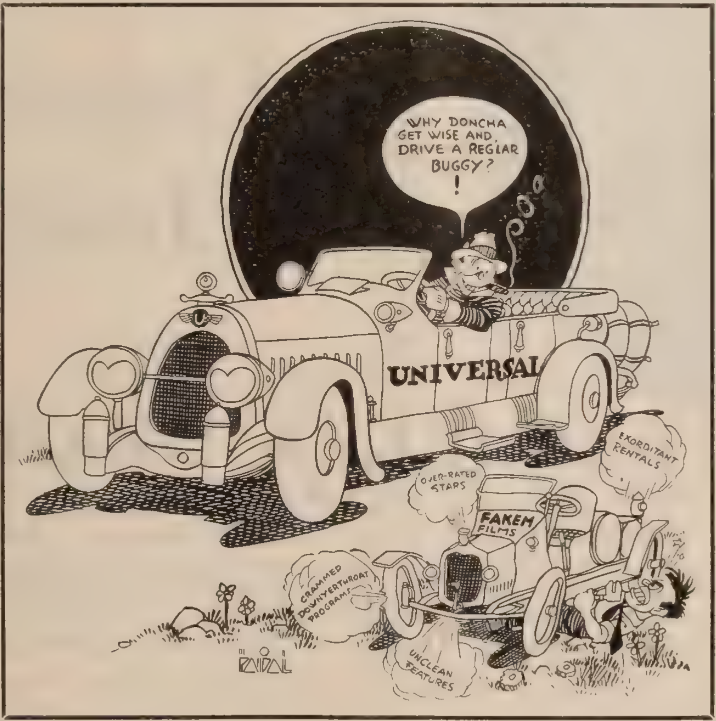
Never Before Shown

The special 500-foot feature is made up of pictures never before shown in public, including several hundred feet of ceremonial "shots" showing the Pontiff in remarkable poses, performing his duties as head of the church. Shots taken of the Pope during the visit of the K. of C., and not heretofore released, also are included.

Other high church dignitaries in their official robes, among them, perhaps, the future Pontiff, also are shown surrounding the Pope during the impressive ceremonies which are occurrent functions at the Vatican. Beautiful and absolutely new glimpses of St. Peter's and parts of the Vatican also form a part of the news reel feature.

The most striking scenes of the exclusive International pictures show the Pope mounting the hallowed Sedia Gestatoria, the chair upon which he is borne high above the heads of those around him in ceremonial processions. Millions of people have gone to Rome to see this sight—and almost as many have been disappointed.

ABOUT TIME FOR A 1922 MODEL


WHY DONCHA GET WISE AND DRIVE A REGLAR BUGGY? !
UNIVERSAL
EXORDITANT RENTALS
OVER-RATED STARS
FAKEM FILMS
CRAMMED DOWNYERTHROAT PROGRAMS
UNCLEAN FEATURES
PAL

Pope Benedict XV was the only Pope who ever posed for moving pictures. It was after great trouble that International News representatives, headed by Captain Arial Varges, obtained permission to film the scenes at the Vatican upon the occasion of the visit of the American Knights of Columbus in September, 1920. At that time a number of remarkable scenes were caught by the International news cameraman. The next day there was a Papal edict prohibiting any further moving picture taking in the Vatican. This meant that the ony moving pictures ever taken there were these taken by Captain Varges and some film previously taken by a Cardinal member of the Pope's household. These official pictures were obtained by International, and form a large part of the current release. International thus has the only Pope and Vatican pictures in the world.

Among the leading New York theatres which showed the International pictures Sunday night were the Capitol, Rivoli, Rialto, Strand, Central, Loew's houses, the Winter Garden and other Shubert houses.

"Give Them the Best"

"It is a matter of extreme pride for the International News Reel Corporation that we are able to give our exhibitors exclusive pictures on one of the most important news events of the year," said Mr. E. B. Hatrick, general manager of that corporation. "The history of the International News Reel is marked with many news beats, but we consider this the greatest ever put over, not even excepting the official German moving pictures of sinking ships taken from the sea raiders Moewe and the U-35. We have followed our usual policy in including this news beat in our regular issues without additional cost to our exhibitors. International has only one code in its relationship with its exhibitors—'Give them the best stuff possible and give it to them quickly'."

"We're going ahead"--

Coming!

Six Great Universal Jewels

PRISCILLA DEAN

— IN —

"Wild Honey"

Cynthia Stockley's famous novel read by millions.

Directed by Wesley Ruggles

"That Lass o' Lowrie's"

From the famous novel by Frances Hodgson Burnett, read the world over.

Directed by Hobart Henley

LON CHANEY

the distinguished star in a tremendous drama of the Canadian Northwest — his greatest picture.

Directed by Robert Thornby

HARRY CAREY

— IN —

"Man To Man"

A powerful outdoor drama of thrills and action from Jackson Gregory's story

Directed by Stuart Paton

HOUSE PETERS and an ALL-STAR CAST

— IN —

"Human Hearts"

with Edith Hallor and George Hackathorne.

From the famous stage success by the late Hal Reid.

Directed by King Baggot

"The Storm"

with Virginia Valli and Matt Moore

From George Broadhurst's sensational Broadway success by Langdon McCormick.

Directed by Reginald Barker

and here's the proof!

That's what I said last summer--that's what we're doing all the year 'round.

Carl Laemmle

LAST Summer when producers were loudly yelling "Bad Times" and announcing reductions in the number of their productions, the trade journals and and newspapers carried my message broadcast over this wide land.

IT read: "Marking time? Hell, no! We're going ahead." Big words—but we're living up to them. In the last few months I have given you finer, bigger and better productions than you ever had since moving pictures first flashed onto the screen. You've had such big ones as "Conflict," "No Woman Knows," "The Fox," and now, listed on the opposite page are six great Universal-Jewel productions soon to be announced for release.

YOU know on which side your bread is buttered. Stick to Universal as it sticks to you—through thick and thin—and you can bet your bottom dollar that you'll come out on top and ahead. Line up now for the biggest productions of the year.

The World's Finest Productions

UNIVERSAL JEWELS de LUXE

ABSOLUTEL

ONLY MOVING PICTURE

INTERNATIONAL SCORES AMAZING SCOOP

Exclusive moving pictures of the greatest news event of the entire world, the outstanding topic of interest in every home of hamlet, village, town or city—that is what International is now offering to exhibitors. Every foot of film ever taken of the late Pope Benedict XV, and interior scenes of the Vatican are exclusively owned by the International and can only be shown by exhibitors showing the International News.

HUMAN! INTIMATE! IMPRESSIVE!

Those are the adjectives that best express these remarkable pictures of the late Pope amid the glories of the Vatican. They give a vivid idea of the majestic splendor surrounding the Papal ceremonies. They include close-ups of the priceless jewels of the Church as well as the Pope's tiara; beautiful glimpses of St. Peter's and parts of the Vatican which have never before been pictured, including the gorgeous Scalia Regia and many other amazing scenes. The climax to the film shows Pope Benedict mounting the Sedia Gestatoria(the great chair of the Popes) and being borne aloft by his attendants—a scene which millions have journeyed to Rome to see, most of them in vain.

A 500-FOOT SPECIAL IN REGULAR RELEASE

If there ever was a special, this is one! Remember, these are the only pictures of the kind in the world, the only pictures of the kind that ever can be obtained, and they deal with an event of world importance that everybody is talking about. They are coming to you in the regular release of the International News No. 7 as just one more instance of this news reel's progressiveness.

WILL BE READY TWO DAYS AHEAD OF RELEASE DATE

International go-out-and-getiveness plus Universal service—that's what every International News exhibitor knows he can gamble on. This series will be a big seller for many months to come, but Universal realizes that the quicker an exhibitor gets it the quicker he can cash in on it. Therefore Universal exchanges throughout the country are being supplied with advance prints which will be ready for release two days ahead of schedule.

INTERNATI

RELEASED THR

EXCLUSIVE

OF POPE EVER FILMED

A FORTUNE IF RELEASED AS SPECIAL

We don't have to tell you what a clean-up International could make if they released this as a special. You know it as well as we do. When you corner the market on a commodity you can demand and receive any price you ask for it. We have cornered the market on these pictures, but we'd rather make friends than momentary big profits. **International News Service** means **service** in every sense of the word and **big scoops** are only a part of that service.

NO EXTRA CHARGE

These remarkable pictures are coming to you in a regular release, on the regular schedule at the regular price. It cost us thousands of dollars to procure them and thousands more dollars to rush them out ahead of schedule, and we are hoping to get it all back—**in your good will.** It's a big opportunity for you. Go to it and make as much money as you can. The more you make the better we shall be pleased.

ONE MORE VICTORY FOR INTERNATIONAL EXHIBITORS

Just a word to exhibitors not showing the International News. We've told you time and again of scoops and beats we have secured. We've tried to impress upon you that International News, backed by the world-wide Hearst newspaper organization, has greater facilities than any one else to secure the news first. Here is just one more instance of what we have been telling you. **You can't afford to deny your patrons this greatest of scoops. Better sign your International News contract to-day, get the benefit of this scoop and be ready for those to come.**

NAL NEWS

GH UNIVERSAL

"UNIVERSAL CITY"

By Mrs. A. M. Williamson, World-famous British Writer, Whose Works Include "The Lightning Conductor," "A Guest of Hercules" and Other International Successes.

MY impressions of Universal City are so strong that, the night after I visited the extraordinary place, I lay awake, going over the experience again in my mind. Or was I dreaming? And did I dream the whole thing? I am half inclined to believe that there *is* no Universal City. It is a dream that Hollywood gives.

From the Seven Seas

Even if I go back to try and make certain whether the place is real or a dream, I think I shall come away with that same impression of wonderful Dreamland. Because, where in real life can you go from a perfectly solid and lifelike Monte Carlo to an equally lifelike Damascus, on foot in two minutes; from there to Spain, from Spain turn the corner into prim New England; next, drop into *old* England—a startlingly realistic Welsh mining village; thence, find yourself while you count two in fair Italy—or gorgeous India if you choose? Perhaps you prefer Egypt or Japan? Well, in this Dream, which spells itself with a capital "D," and calls itself Universal City, you won't need to buy tickets or take ships. From gazing deep into African jungle, or standing in the heart of Mexico, you may reach Cairo as easily as you can draw breath. You see, now, why it *must* be a dream—and a dream worth coming far to dream.

I am not sure when I think over the day (for it took a day to see this City of nearly 90 acres) that the animals were not almost the most wonderful part of the dream—and their sympathetic friend and keeper, known intimately as "Dynamite."

I used to think that the animals in the Zoo at Cairo excelled all others for their tameness and frolicsome ways with the African keepers, who understand them so well. But these Universal City lions and lionesses, elephants, leopards, Alaska sledge-dogs, orang-outangs and so on, give you the illusion that they would be just as kind and friendly with you as they are with "Dynamite" when he takes liberties with their dignity.

Picturesque Melting Pot

As for Joe Martin, the "grown-upest" of the orang-outangs and probably the cleverest on earth—why, I used to consider the monkey tribe our poor relations! Now I'm not sure that they—well, perhaps, I'd better not finish!

Such animals are, at all events, much more interesting and exciting than the commonplace, ordinary people one meets every day; but the people in this Dream are *far* from ordinary. It was my luncheon in the huge restaurant which gave me the Dream-sensation, first of all. Imagine lovely ladies from Eastern harems, heroines of the Wild West, Welsh peasant girls, sophisticated flappers from New York, assembled together for a meal, under one roof and seated at the same table with English vicars, Algerian sheiks, Italian princes, cowboys and Paris apaches! It just does not happen in real life as I've lived it; so, of course, Universal City *must* be a dream—a dream I should like to dream often again.

IMPORTANT NOTICE: The author of this article is a woman whose popularity is world-wide. Your local newspaper editor will be glad of the opportunity to publish this interesting story on Hollywood studio life. Take this story to him, get him to publish it, send copies to your mailing list, paste a copy of it in your lobby prior to and during the run of your next Universal picture, and then watch your box-office receipts jump in leaps and bounds. DO THIS NOW!

MISS PREVOST'S NEXT, "KISSED"

"KISSED" will be Marie Prevost's next starring experience at Universal City. The story is from the pen of Arthur Somers Roche, who writes cleverly of such fascinating subjects as osculation. Doris Schroeder prepared the scenario telling how it should be done on the screen.

King Baggot will direct. Baggot just completed a Universal-Jewel special, "Human Hearts," starring House Peters. He directed two former Prevost vehicles, "Moonlight Follies," and "Nobody's Fool."

Three players have been selected—Lloyd Whitlock, J. Frank Glendon and Arthur Hoyt, and the rest of the cast is under consideration. Production will start at once.

"Peterman" Shows Wild Cat Methods

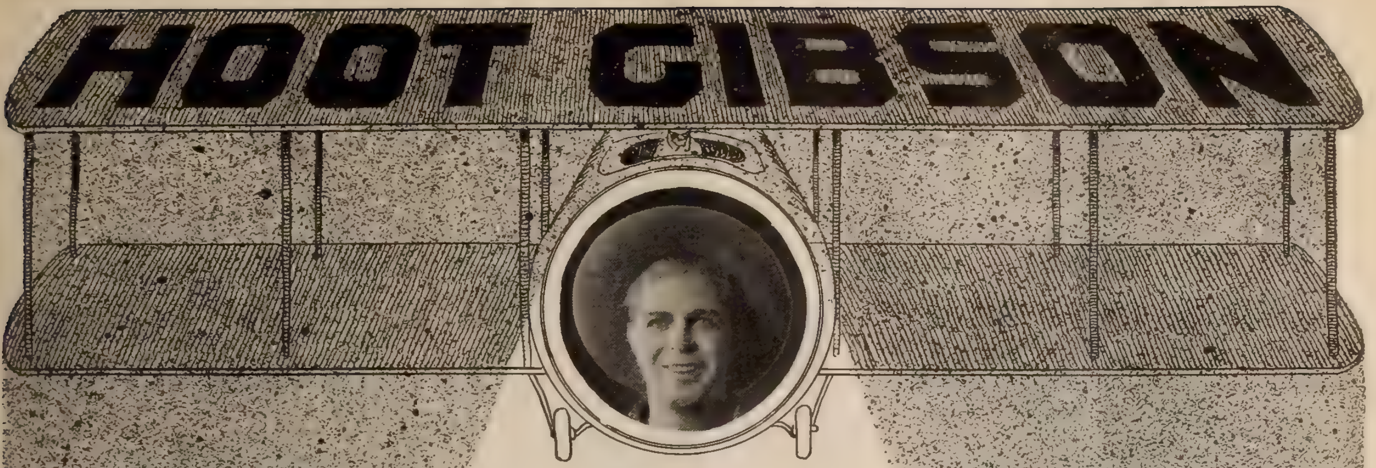
WHO'S lost money in oil stocks? Rather, who has not?

"Peterman," Herbert Rawlinson's current Universal starring vehicle, should interest those who have been the dreaming victims of wildcat exploiters. A part of it tells in graphic detail of the way a band of oil game crooks trimmed a whole country town—and then got nicely exploited in turn by a man who bore them no extra love.

A man driven from his home town by stories of things he is supposed to have done, "Peterman" finds his redemption in protecting the people who drove him away, from the wildcat oil princes.

An oil well, spouting with dark brown fluid for all the world like a gusher, was constructed and used on the back ranch at Universal City. The thrilling scenes of the moment the giant well "comes in," the wild excitement and the happy rejoicing, were made under the direction of Tod Browning, the man who directed that Universal-Jewel knockout film, "Outside the Law," wherever Priscilla Dean was starred.

Barbara Bedford, William Courtwright, George Webb, Gerald Pring, Willis Marks, George Hernandez, Ed Tilton and others support Rawlinson in the picture, which will be completed in a short time.



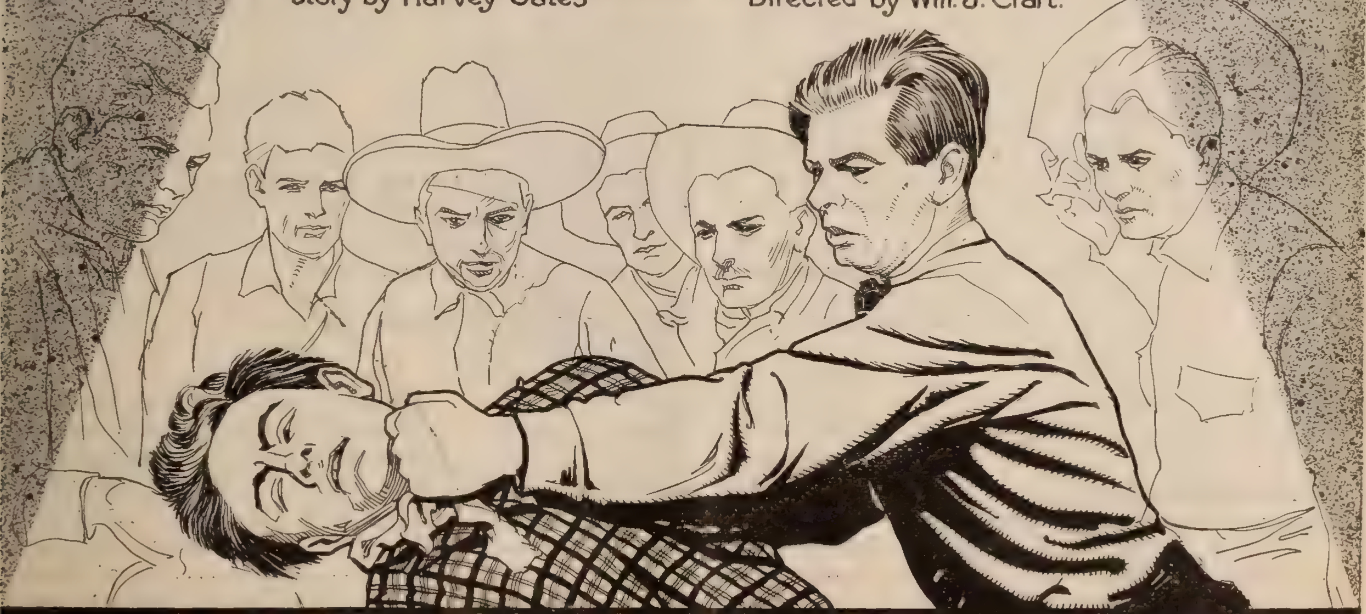
Presented by
Carl Laemmle

"The most popular star in Western pictures"—that's the title Hoot Gibson is rapidly gaining for himself. He won a multitude of new friends and broke a number of records in "The Fire Eater"—if you played it you KNOW it—and "Headin' West" has even more pep, more action, more of everything that means big business than this previous great success.

"Headin West"

Story by Harvey Gates

Directed by Wm. J. Craft.



A UNIVERSAL SPECIAL ATTRACTION

The Star and Story of "The Scrapper"

HERBERT RAWLINSON
UNIVERSAL

SHORT SYNOPSIS

MALLOY, a young construction engineer right out of college, Irish as they make 'em, is assigned to a project and immediately falls in love with the builder's daughter. The builder's secretary is in love with the girl and puts a Swede on the structural job with Malloy to bring harm to the young Irishman by delaying the building enough to arouse the ire of the girl's father. With this handicap, Malloy works all the harder, never once looking gloomy or bottling up his Irish wit and good humor, until a strike brings him and the Swede to blows and settles which one is master of the outfit. Then the girl must be won all over again—but that's a snap for an Irish lad.

ADVERTISING PUNCHES

1—The admiration of the public for Herbert Rawlinson, the star, preeminent athletic type of the screen, and for years one of its most popular leading men.

2—The presence in the cast of Gertrude Olmstead, judged the most beautiful girl among thousands of contestants in the beauty competition held by the Chicago Herald and Examiner and the Elks.

3—The presence in the cast of such well-known character men as Edward Jobson, William Welsh and George McDaniels, all popular not only in pictures, but formerly on the stage.

4—The fact that the story was written by one of the most noted of the newer fiction writers of the country, R. G. Kirk, for the nation's biggest weekly, the Saturday Evening Post.

5—The direction of Hobart Henley, who guided Rawlinson's preceding vehicle, "Cheated Hearts" and "The Gay Old Dog" and other successes. Henley was himself once one of the most popular stars.

6—The exceptional sets and exteriors; from skyscrapers to huts; boudoirs to country mansions.

7—The first contest staged in the picture between the "he-man" star and Fred Kohler, brute-sized screen heavy, a classic in physical combat between two men who embody all the virile qualities of real outdoor sports.

HERBERT RAWLINSON, star of "The Scrapper," the Universal special attraction at the .... Theatre next ...., is a man who values his chest measure more highly than his friends' opinions of his neckties. He's a man first—an actor second.

Years on the stage, years in pictures—there's no experience Rawlinson lacks to make him a splendid success on the screen.

He was born in Brighton, England. He studied at English and French universities, and knocked around the world long enough in touring theatrical companies to give him a clear understanding of human nature in many parts of the civilized countries on the globe. When he enacts a foreign character now, he doesn't simply use an actor's artifices; he lives the part as he has seen its counterpart in actual life.

The last thing Rawlinson did before he was elevated to his latest starring position with Universal was the leading male role of "Conflict," Priscilla Dean's big stellar success. It was a portrayal that drew the praise of critics everywhere—and the chief reason why he was given his starring contract.

The star's first two productions under the new contract were "The Millionaire" and "Cheated Hearts," a comedy drama and a very emotional drama. The Universal executives have decided one thing right off the bat about Rawinson—he's capable of any sort of role. His versatility will permit presenting him in every sort of picture, obviating the necessity with some stars of establishing a set style and sticking to it.

"The Scrapper" is an adaptation of R. G. Kirk's Saturday Evening Post story, "Malloy Campeador," directed by Hobart Henley. Supporting the star are Gertrude Olmstead, Edward Jobson, George McDaniels and other popular players. It is regarded as a vehicle ideally suited to Rawlinson's dramatic ability.

AT A GLANCE

TITLE—"The Scrapper."

BRAND—Universal Special Attraction.

STAR—Herbert Rawlinson.

PREVIOUS HITS—"The Millionaire," "Cheated Hearts," and a hundred successful leading roles.

SUPPORTING CAST—Gertrude Olmstead, Edward Jobson, Walter Perry, Al. McQuarrie, Fred Kohler, George McDaniels, William Welsh, Hal. Craig and Frankie Lee.

DIRECTED BY—Hobart Henley.

STORY BY—R. G. Kirk, published in the Saturday Evening Post as "Malloy Campeador."

SCENARIO BY—E. T. Lowe, Jr.

PHOTOGRAPHY BY—Virgil Miller.

TIME—Present.

LOCALE—Metropolitan City.

CAST

Malloy	**Herbert Rawlinson**
Eileen McCarthy	**Gertrude Olmstead**
Dan McCarthy	**William Welsh**
The Kid	**Frankie Lee**
Speed Cop	**Hal Craig**
McGuirk	**George McDaniels**
Oleson	**Fred Kohler**
Riley	**Edward Jobson**
Simms	**Al. McQuarrie**
Rapport	**Walter Perry**

Exploitation for Herbert Rawlinson's New Film

THE Exhibitor who sets about to exploit "The Scrapper" will find several angles from which to approach the picture. It can be played up as an Irish picture, as a romance of American steel engineering, or as the two-fisted film of a red-blooded "scrapper."

If you wish to play up the Irish angle of "The Scrapper" you need not be backward about doing it thoroughly. The story concerns a young American of Irish antecedents, and practically all of the characters spring from the "auld sod." Irish wit, blarney and fighting propensities are liberally included in the five reels.

If you would rather play up the American construction angle of the picture, you can use many novel devices employed by construction engineers. Included in the appliances you may turn to exploitation purposes, depending upon your location, are rivet-heating furnaces, compressed air drills, derricks, etc. In case a building is being constructed in your town, try to arrange tie-ups, or stunts to be performed with the hoisting apparatus.

If you stick to "The Scrapper" angle for exploiting his picture, play up the rip-snorting, knock-out fight that forms the climax of the picture.

WRITE TO YOUR NEAREST UNIVERSAL EXCHANGE
FOR YOUR PRESS BOOK ON "THE SCRAPPER"

Winning or Losing, Herbert Rawlinson in the Universal Film, "The Scrapper," Couldn't Keep the Irish Smile Off His Face.

—:o:—

When "Malloy" Found a Girl Who Wouldn't Let Him Kiss Her—Though He Tried Hard Enough—His Words Were, "I'm Comin' Back Tomorrow Night to Get the Other Cheek Slapped!" "Malloy" is Herbert Rawlinson's Role in a Universal Picture, "The Scrapper."

—:o:—

The Way He Could Inflict the King's English With a Celtic Brogue Made Even Speed Cops Change Their Minds, and Girls—OH, BOY!—See Herbert Rawlinson in Universal's "The Scrapper."

—:o:—

East is East and West is West, But the Irish Are Irish Wherever the Test! Herbert Rawlinson in a Universal Attraction—Would Smile if the Divil Himself Wanted to Fight!

—:o:—

He Was a Building Expert on Skyscrapers or Love Nests—See Herbert Rawlinson in His Latest Universal sic, "The Scrapper."

—:o:—

He Smiled at the Street From a Naked Girder Twelve Stories Above—and He Smiled at Her When She Slapped Him—and He Came Back for More! It's a Picture of Irish Nerve, Universal's "The Scrapper."

—:o:—

He Tried to Kiss Her the First Time They Met—and Got Properly Slapped. So He Up and Married Her as a Lesson! It's Herbert Rawlinson in a Film of the Irish, "The Scrapper."

Have You Kissed the Blarney Stone?

SEE

Herbert Rawlinson

—In—

"THE SCRAPPER"

HERBERT RAWLINSON
IN "THE SCRAPPER"
A UNIVERSAL PICTURE

When Irish Meets Irish It's Bloody War or a Joyfest. In "The Scrapper," Herbert Rawlinson's Universal Picture, It's Both—With a Variation.

LYRIC THEATRE

All Next Week

FOR THE HERALD

"I had ye there—yes I did!"

Malloy—"Blarney," as he was better known,—was just that way. He'd never do a thing but smile when he was being beaten, but when he won he'd spread a handsome grin on his face and say, "I had ye there!"

Malloy was just out of college, a young Irish construction engineer with indomitable good spirit. He was assigned to build a structure on a rush order—and he rushed things first of all by falling in love with the builder's daughter before he even started work.

The builder's secretary, in love with the girl also, gained the privilege of putting another man on the job supposedly to help Malloy. This man was a giant Swede with a taste for fighting, and he meant to the secretary a means of preventing Malloy's showing any speed before the girl.

"Hold him back, don't let him accomplish anything!" was the secretary's order to the Swede. And from then on Malloy had something to grit his teeth about and check his smiling nature.

But he couldn't quite take the grin off his face—and that's half the story of "The Scrapper," which will bring Rawlinson in his latest Universal starring role to this theater next .... It's a snappy story of an Irishman with more pep and nerve than all his enemies put together. with such well-known players as Edward Jobson, Gertrude Olmstead, George McDaniels, Fred Kohler and Walter Perry in support of the screen's most athletic star.

"Played to largest B
UNIVERSAL
JEWEL
Carl Laemmle
offers
PRISCILLA
DEAN

siness in 16 years!"

"Played 'Conflict' Saturday night to the biggest business ever done in this house in the last sixteen years. Not only played to the largest number of people but to the largest receipts, in spite of the fact that higher admissions were charged than in the past."

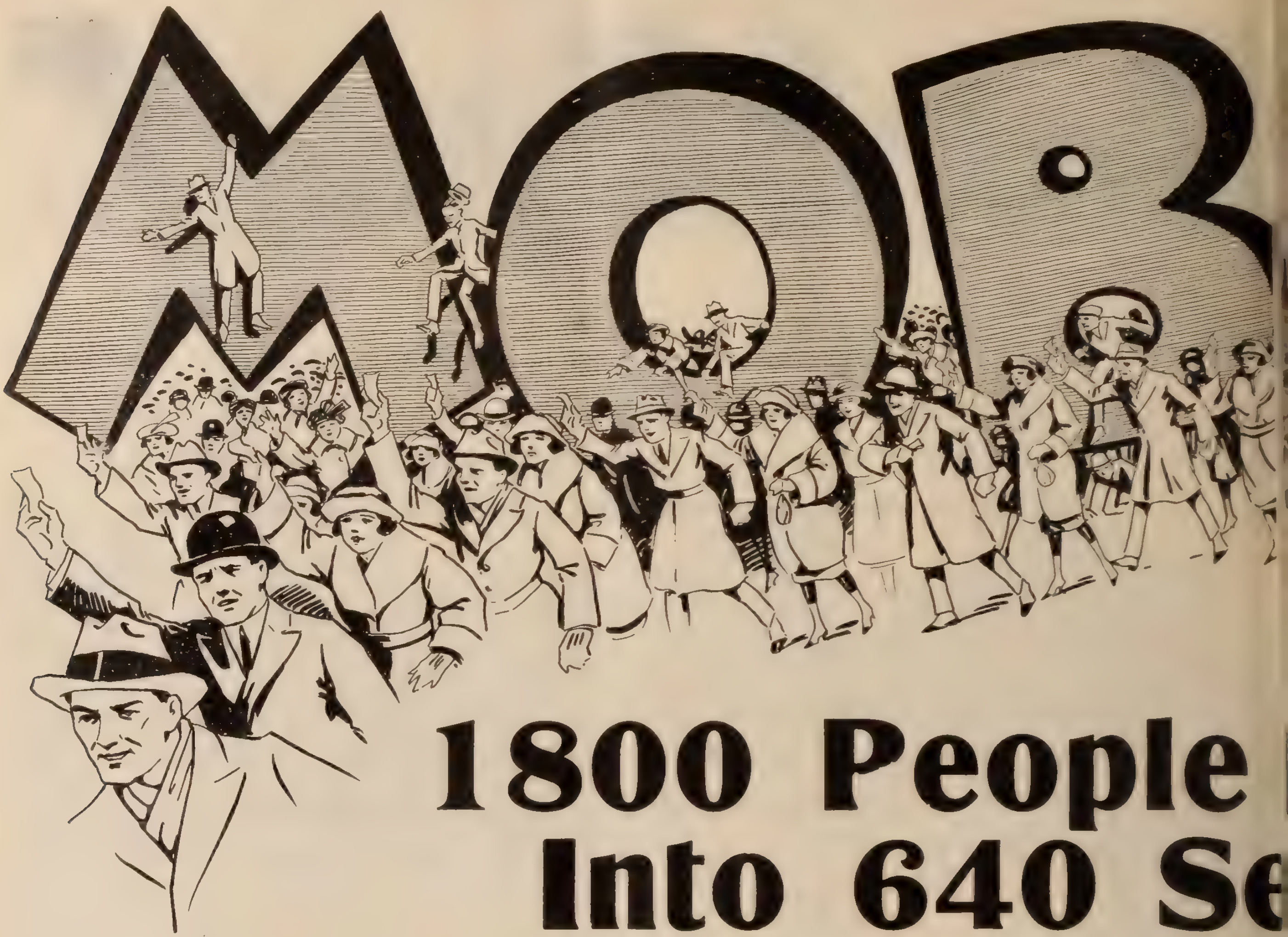
Palace Theatre,
Chatham, N. B.

"One of the greatest box-office attractions I've ever played. Standing room only business for three days against extraordinary competition."

Victory Theatre,
Shawnee, Okla.

"Packed them in at both shows—afternoon and evening. Hundreds turned away. Stopped selling tickets at 7:45 P. M. Give us more of the same."

New Castle Theatre,
Guelph, Ont.



1800 People
Into 640 Se

"Priscilla Dean in 'Conflict' took this city by storm. Played to 1800 people at two shows, altho house seats only 640. As many turned away as got in. Run on logs cheered for five minutes by entire audience."

Imperial Theatre,
Moncton, B. C.

Carl Laemmle presents

PRISCILLA DEA

Story by Clarence B. Kelland *UNIVERSA*

Jam Way
at House!

The World's
Greatest
Screen Actress
in her
Greatest
Triumph

"Opened to capacity afternoon and night. The whole town is talking about it. We had to add an extra show at night to handle the crowds."

Virginian Theatre,
Charleston, W. Va.

"The picture went over with a bang. Every one praised Priscilla Dean to the skies. In spite of poor industrial conditions, our business was exceptionally good."

Auditorium,
Dayton, Ohio.

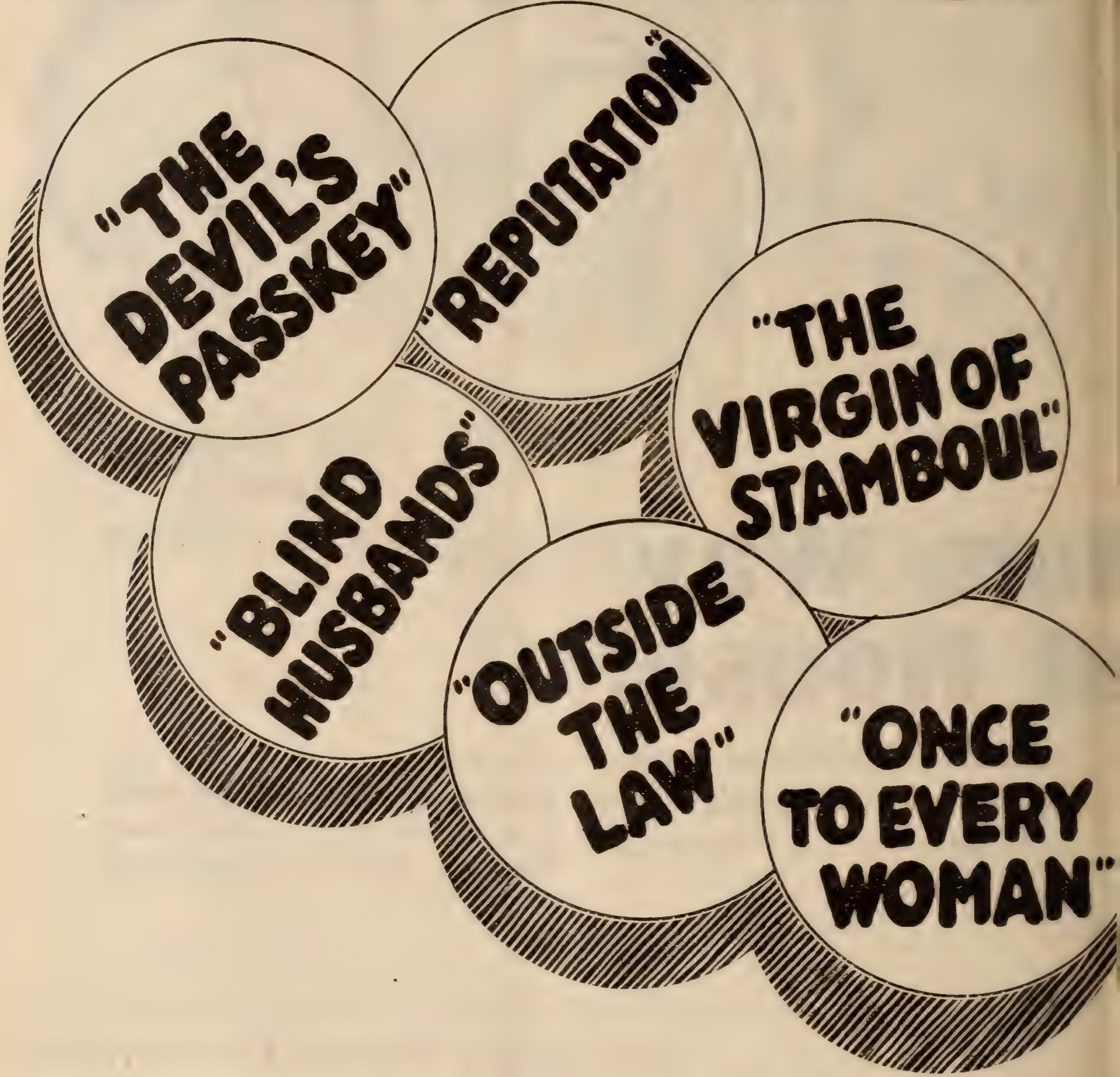
The Biggest Thriller Ever Screened

N in "CONFLICT"

EWEL

Directed by Stuart Paton

"The Picture was old –



UNIVERSAL–J

but it got us the BEST HOUSE in over a year"

THAT'S what Exhibitor Stettler of the Odeon Theatre, Chandler, Okla., says of "Shipwrecked Among Cannibals." What he did with that Universal-Jewel production you can do with the six great Jewels listed on the opposite page.

RIGHT now they are cleaning up in the largest towns and the smallest hamlets, as witness, for example, what J. Knapp of the Florida Theatre, Florida, N. Y., says:

> *"'The Virgin of Stamboul' pleased all my patrons and is the best one I have shown in a month."*

Again, read what L. A. Guessaz of the Palm Theatre, St. Cloud, Fla., states he did with von Stroheim's masterpiece, "The Devil's Passkey":

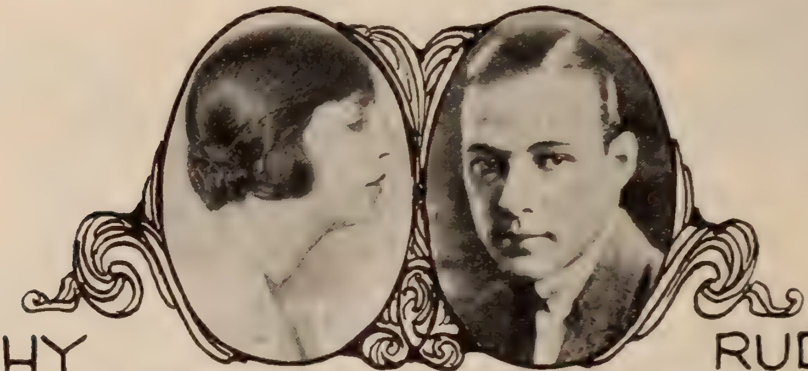
> *"I charged fifty cents and played to capacity. It went big and certainly is a fine picture."*

IF you haven't done so already, wire or 'phone your nearest Universal exchange and line up these great, success-proven Jewels. Remember, if you haven't shown them at your house they are as good as new. Every one of these productions will pack your house at every performance, and the proof is certified by the remarkable results attained by thousands of theatres throughout the country. GET BUSY NOW!

EWELS de LUXE

Great Stars in Big Pi

BIG productions, featuring great stars, such as Priscilla Dean, Dorothy Phillips and Lon Chaney—real drawing-cards that cash in at the box-offices everywhere—such productions never grow old. They live on because they let YOU live. They bring profits and crowds because they are the wonderful pictures that people everywhere want to see. If you have not already played them they are new to your house and to your folks. Get busy—see your Universal Exchange—and arrange to show them at once. There's a young mint in it for you.



DOROTHY PHILLIPS and RUDOLPH VALENTINO

Two great stars who were featured in such productions as "Man, Woman and Marriage," "The Sheik," "Camille," and many others, are in

"ONCE TO EVERY WOMAN"

The greatest mother-love story of the generation.

Directed by Allen Holubar

UNIVERSAL-JEWEL

tures that live and let *you* live!

PRISCILLA

DEAN

The World's Greatest Screen Actress in Three of Her Biggest Triumphs.

'REPUTATION"

Stuart Paton's tremendous drama of woman against woman. Adapted by Lucien Hubbard from Edwina Levin's novel.

"OUTSIDE THE LAW"

With Lon Chaney, in the most amazing American melodrama ever screened. Directed by Tod Browning.

"THE VIRGIN OF STAMBOUL"

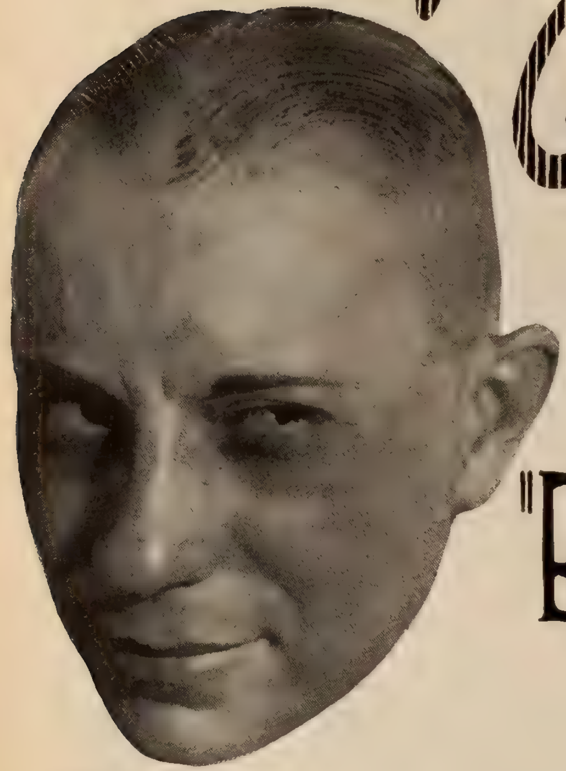
One of the biggest money-makers ever offered exhibitors in the history of moving pictures. Story by H. H. VanLoan. Directed by Tod Browning.

DE LUXE

Cash in on

Von Stroheim

before you play "Foolish Wives"



Nail this golden opportunity! Right now when the whole country is all agog over the million dollar von Stroheim production, "Foolish Wives," is your grand chance to clean up! Play these two great von Stroheim successes and cash in. Read what other exhibitors say:

"BLIND HUSBANDS"

"A sure money-getter. A wonderful production. Big business four days. By all means grab it."

Palace Theatre,
Hamilton, O.

"The Devil's Passkey"

"Never to be forgotten. Truly the biggest drawing card of the season."

Mineral Springs, Ark.
Lyric Theatre,

Your
Universal
Exchange
will tell
you how
you can
clean up!

EXHIBITORS' ACTIVITIES

EXHIBITORS: Please let us know what you are doing—we are interested, and our readers are interested, in hearing about any innovations, improvements or renovations you make in your house. If you "pull" any original exploitation stunts, devise any striking lobbies, or originate any effective ballyhoos, SEND IN PHOTOS OF THEM! You will be given full credit and your ideas may help some other exhibitor, and his will help you. Address all communications to "THE CHAT PAGE," Care of THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

Illinois Theatre Razed

Wallerstein Bros., who purchased the Garden Theatre of Michigan City, Ind., from Ezra Rhodes about one year ago, are now removing the last of the ruins of the old Garden preparatory to erecting the New Tivoli. They expect the work now to move with much dispatch.

Back on Band Wagon

Willis Anthony, who operates the Summerville Theatre at Summerville, Pa., has been off Universal service for the last few months, but he admitted to Clay Berger, the "U" representative, the other day that he was tickled to get back again, stating that he never missed anything in his life as he did Universal. Warning to others: Let all your "U" contracts ride.

Bucks Heavy Opposition

The Lyceum, Winnipeg, did extremely well on "Conflict" in spite of the fact that the Capitol was playing Betty Compson in "The Little Minister" and the Allen had Richard Barthlemess in "Tol'able David."

Voices Approval

Mr. Bailey of the Baddow and Rialto Theatres, Winnipeg, Can. remarked while in the Winnipeg Universal Exchange recently: "Century Comedies are getting better every day; there is nothing on the market that can beat them." This sentiment applies to everyone using Century Comedies.

"One of Best I Ever Ran"

"The Diamond Queen" (Universal), with a special cast.—Finished this serial some time ago but forgot to report on it. One of the best I ever ran. Some story and sense to it.—G. W. Yeaton, Ioka Theatre, Exeter, N. H.—General patronage.

Bill's Right As Usual

Bill Craig, the exhibitor from Sligo, Pa., is another live wire. He told the Universal salesman one day last week that if he was only open one day a week it would positively be "Universal." Such enthusiastic feeling is the usual thing around Pittsburg's Universal office.

Manager Transferred

Manager House of the Midway at Rockford, Ill., is being transferred to the Ascher's Terminal in Chicago; Manager House leaves an enviable record at Rockford.

Shelling's Books Jewel

Mr. Earl Salisbury, managing director for Shelling's Music Hall and the Opera House, Valparaiso, Ind., was one of the visitors to the Universal Exchange the past week and was consulting with the publicity department on exploitation campaigns for "No Woman Knows" and "Reputation." The balance of January and the early part of February will see many of the Jewel productions backed by good exploitation campaigns as the leading attractions at Shelling's Theatre.

Frequent Visitor

J. W. Githrie of the Majestic Theatre, Grove City, Pa., is becoming quite a frequent visitor to the Universal office of late. Mr. Githrie was a long time getting started, but the Pittsburg Exchange men are always glad to see him; he can't come too often to suit them.

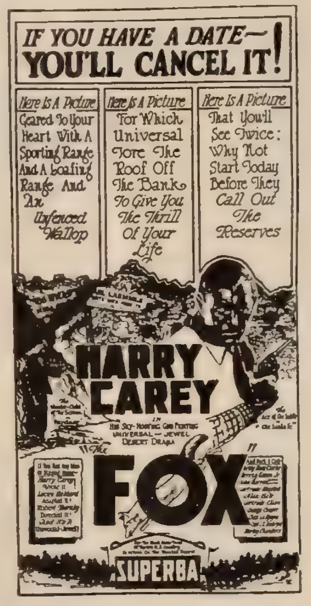
Double Anniversary Week

Chris Wagner, who owns and manages two of the best picture houses in Connellsville, Pa., ran solid Universal service in both theatres the same week recently. In the Soisson Theatre two Jewels split up the week, whereas in the Paramount Theatre three Special Attractions held the silver sheet for two days each. Chris is a staunch Universalite, using almost the entire output.

Solid for "U" Serials

A. J. Burgun brought in a contract from the Pastime Theatre, Tyrone, Pa., last week for two serials which will make this popular house a solid Universal serial theatre. Mondays, "Winners of the West"; Wednesdays, "With Stanley in Africa," and Fridays, "The Secret Four." Crust Brothers, the proprietors, are to be congratulated on their good judgment in tying up with three assured money-makers.

HOW SUPERBA THEATRE


IF YOU HAVE A DATE—
YOU'LL CANCEL IT!
Here Is A Picture
Geared To Your Heart With A Sporting Range And A Loafing Range And An Unfenced Wallop
Here Is A Picture
For Which Universal Tore The Roof Off The Bank To Give You The Thrill Of Your Life
Here Is A Picture
That You'll See Twice: Why Not Start Today Before They Call Out The Reserves
HARRY CAREY
IN
HIS SKY-HOOTING GUN FIGHTING
UNIVERSAL — JEWEL
DESERT DRAMA
"THE FOX"
SUPERBA

ADVERTISED "THE FOX"

Undergoes Operation

Herman Stern, the Chicago District Manager for Universal, has not been seen at the office for several days. He has undergone operations for an infection on his neck and we trust the skill of Dr. Schiller, the eminent surgeon, and the good work of the Michael Reese Hospital staff will enable the Chicago Exchange to see his smiling countenance within a very few days. Good luck, old top, and a speedy recovery to you.

Orpheum Leases Palace

The new Palace Theatre of South Bend, Ind., now nearing completion, has announced a policy of vaudeville and pictures, the theatre having been leased for the Orpheum Circuit.

Books Jewel Quartet

Manager Bernstein of the Starland, Idle Hour and Dreamland Theatres, Michigan City, Ind., was much in evidence during the past week at the Universal Exchange, where he was making rather extensive plans for his advertising campaign for "Once to Every Woman," "Reputation," "Outside the Law" and "No Woman Knows," which are to be run in their Michigan City theatres at an early date.

Every Child in the Whole World knows the Famous Story

THE UNDYING STORY! Written a hundred years ago, but read by every civilized child in the world ever since that day. The story that every boy and girl knows as they know their A-B-C. ROBINSON CRUSOE! With a ready-made audience of **twenty-one million children** of reading age to make you the biggest profit that ever came out of a Chapter-play!

And who can make "ROBINSON CRUSOE" half as well as **Universal?** For years, your most successful producer of chapter-plays—to-day, the originator of that **new type** of serial which is **saving the business**, the historical episode picture. Better equipped to-day to make this gorgeous adventure than ever before and with promotion plans that will set your town by the ears. You know what "WINNERS OF THE WEST" **has done**—you know what "WITH STANLEY IN AFRICA" **is doing**, the biggest serial business of years and years. "ROBINSON CRUSOE" will **outdo** them both. Watch for coming announcements!

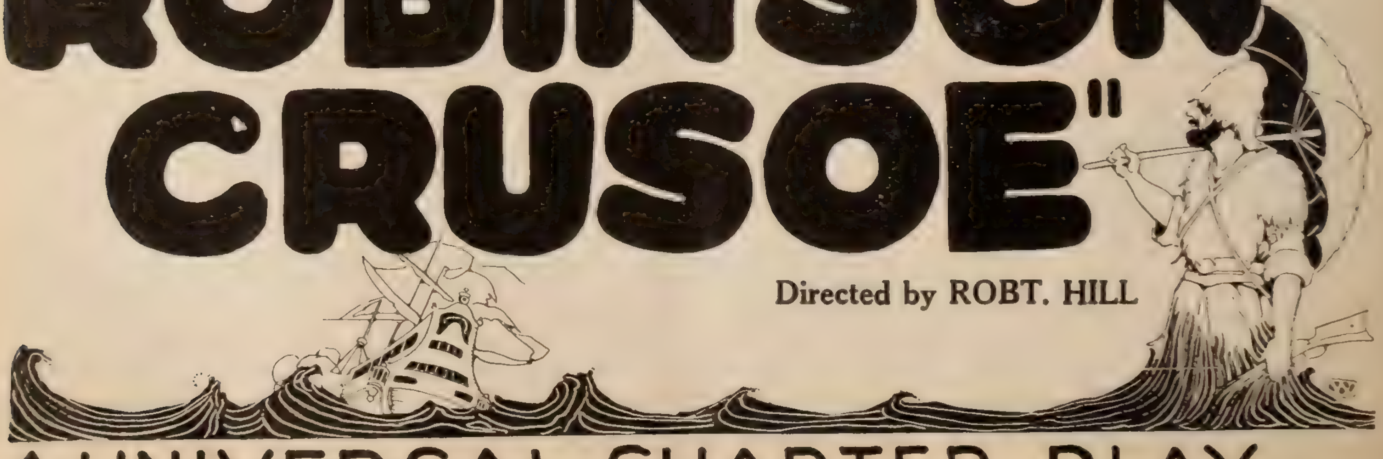
COMING SOON!

HARRY MYERS

Supported by Noble Johnson, Gertrude Olmstead, Josef Swickard and Gertrude Claire, in

UNIVERSAL

"The Adventures of ROBINSON CRUSOE"



Directed by ROBT. HILL

A·UNIVERSAL CHAPTER PLAY—

TWO-REEL CENTURY COMEDIES

LEE MORAN in
"The Straphanger"
"The Touchdown"

HARRY SWEET in
"Horse Sense"
"An Idle Roomer"
"Shipwrecked Among Animals"
"The Dumb Bell"
"Playing 'Possum"

BROWNIE, the Wonder Dog, in
"Circus Clowns"
"Chums"
"Around Corners"
"Tin Cans"

BABY PEGGY in
"Circus Clowns"
"Chums"
"A Muddy Bride"
"Get-Rich-Quick Peggy"

TWO-REEL JEWEL COMEDIES

JOE MARTIN in
"The Monkey Schoolmaster"
"The Monkey Bell Hop"

LEE MORAN in
"P. D. Q."
"Robinson's Trousseau"

JACK PERRIN in
"The Phantom Terror"
"The Danger Man"
"Both Barrels"
"The Rim of the Destert"

GEGORGE LARKIN in
"The Call of Duty"
"Beauty and the Bandit"
"Raiders of the North"
"The Honor of the Mounted"
"The Fight Within"
"Roaring Waters"

EILEEN SEDGWICK in
"The Open Wire"
"A Woman's Wit"
"A Battle of Wits"
"The Girl in the Saddle"
"The Night Attack"

EDDIE POLO in
"The Return of Cyclone Smith" Series

ART ACORD in
"Fair Fighting"
"The Call of the Blood"
"The Ranger's Reward"

ALL STAR
"Captain Kidd's Finish"

LAURA LA PLANTE in
"The Deputy's Double-cross"

PERCY PEMBROKE in
"Ned of the News"

Pull down some of this coin for yourself. Universal Short Subjects make new customers and corral the cash.

If a money picture m
then read what they sa
about
"NO WOMAN KNOWS"

"**N**OT only turned away thousands but was talked about all over the city as one of the strongest plays of the year."

Felt Bros.,
New Ambassador Theatre,
West Philadelphia, Pa.

"**C**REATED motion picture history in this city. First two days of week's engagement resulted in total receipts exceeding by several hundreds of dollars what I ever did with a week's run on any other picture."

Gus Kerosates,
New Strand Theatre,
Springfield, Ill.

"'**N**O Woman Knows' breaks house record to-day. Theatre jammed to the doors all day. A great picture and an excellent feature for any theatre. Picture is the talk of the town."

Schagrin Bros.,
Park Theatre,
Youngstown, O.

"**C**ONCLUDED a very satisfactory and successful run at the Garden Theatre. It certainly was good to see people standing in line again to see a picture. Give us more like 'No Woman Knows'."

Dan Burgam,
Garden Theatre,
Des Moines, Ia.

"**O**NE of the most successful engagements I have ever had. Everyone complimented the picture. From the box office standpoint I could not have done better, and taking the picture from every angle it can't be beaten."

L. Novy,
Hancock Opera House,
Austin, Texas.

"**W**ITH competition showing Mary Pickford and 'The Affairs of Anatole', I did capacity business. I received more favorable comment on this than on anything I have ever run in my theatre."

Wm. S. Salzwedel,
Washington Theatre,
Chicago Heights, Ill.

UNIVERSAL-JEWEL

ans anything to you—

CARL LAEMMLE
presents
MABEL JULIENNE
SCOTT WITH
STUART HOLMES
in

The
amazing
story
of

*Directed by
Tod Browning*

The Greatest Series of Short Features Ever Made Starts Sensational Rush of Bookings!

Everybody will want a ringside seat in your theatre when you show

THE FIGHTING ADONIS

REGINALD DENNY

in Carl Laemmle's presentation of

"THE LEATHER PUSHERS"

From H. C. Witwer's famous stories in Collier's, the National Weekly

Directed by Harry Pollard

UNIVERSAL JEWEL
COLLIER'S SERIES

2 REEL FEATURES

CURRENT RELEASES

Special Attractions

Starring

HERBERT RAWLINSON

"The Millionaire"
"Cheated Hearts"
"The Scrapper"

◆

Starring

FRANK MAYO

"Dr. Jim"
"Across the Deadline"

Starring

HOOT GIBSON

"Red Courage"
"Sure Fire"
"The Fire Eater"

◆

Starring

GLADYS WALTON

"High Heels"
"Playing With Fire"
"The Guttersnipe"

◆

Starring

MARIE PREVOST

"Nobody's Fool"
"A Parisian Scandal"
"Don't Get Personal"

◆

Starring

MISS duPONT

"The Rage of Paris"
"False Kisses"
"Shattered Dreams"

JEWELS

◆

PRISCILLA DEAN

"Conflict"

◆

"No Woman Knows"
(With Mabel Julienne Scott)

◆

"P. D. Q." (Two Reels)

◆

HARRY CAREY

"The Fox"

◆

JOE MARTIN

(Two Reels)
"A Monkey Schoolmaster"

Two Reel Releases

EILEEN SEDGWICK

"The Dream Girl"
"A Battle of Wits"

◆

JACK PERRIN

"A Bluejacket's Honor"
"The Phantom Terror"

◆

SPECIAL CAST

"Captain Kidd's Finish"
"The Night Attack"
"The Room of Death"
"The Open Wire"
"Fighting Back"

◆

ART ACORD

"Fair Fighting"
"The Ranger's Reward"

◆

REGINALD DENNY

"The Leather Pushers" Series

◆

"Cyclone Smith" Series

EDDIE POLO

"A Battle Against Odds"
"Square-Deal Cyclone"
"The Yellow Streak"
"The Heritage of Hate"
"Cyclone Smith's Vow"
"A Ride For a Rancho"

Serials

Starring

GEORGE WALSH

"With Stanley In Africa"

◆

Starring

EDDIE POLO

"King of the Circus"
"Do or Die"
"The Secret Four"

◆

Starring

EILEEN SEDGWICK

"Terror Trail"

◆

Starring

ART ACORD

"The White Horseman"
"Winners of the West"

◆

Two Reel Century Comedies

"Playing 'Possum"
"Get Rich Quick Peggy"
"A Family Affair"
"Chums"
"The Dumb-bell"
"Shipwrecked Among Animals"
"The Straphanger"
"An Idle Roomer"
"Circus Clowns"
"The Touchdown"

◆

One Reel Star Comedies

"Line's Busy"
"Ice Box Pirates"
"Heart Breakers"
"Show Me Your Samples"
"Oh, Nursie!"
"Fur Coats and Pants"
"Westward Whoa!"
"Almost A Rancher"
"Penny Ante"
"The News Maker"
"A Fake Quake"

INTERNATIONAL NEWS TWICE-A WEEK

Pulse-quickening Posters that will Pack your Playhouse

"THE SECRET FOUR"

Universal's Thrilling Adventure
Chapter-play
Starring

EDDIE POLO

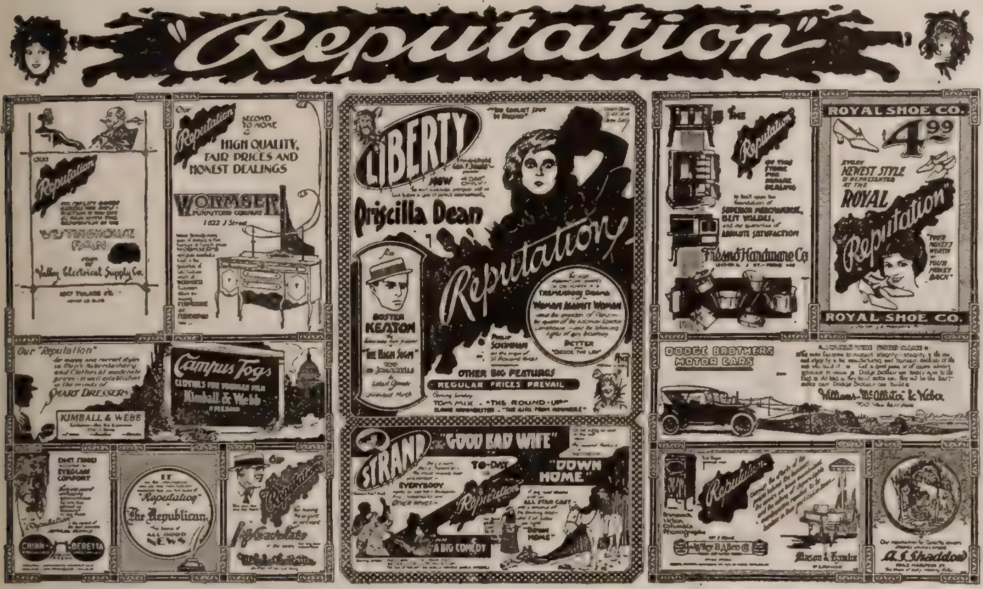
A striking 3-sheet lithographed in 5 colors.

A 6-sheet reproducing a thrilling stunt.

A 3-sheet showing Polo in one of his death-defying stunts.

What the Theatre Owners Are Doing

DOUBLE-PAGE TIE-UP ON "REPUTATION" IN FRESNO, CAL.


"Reputation"
Liberty
Priscilla Dean
Reputation
Buster Keaton
Other Big Features
Regular Prices Prevail
Strand
"Good Bad Wife"
To-Day
"Down Home"
Wormser
Campus Togs
Kimball & Webb
Royal Shoe Co.
4.99
Royal
Fresno Hardware Co.
Dodge Brothers Motor Cars
The Republican
Westinghouse Fan
Valley Electrical Supply Co.
A. J. Shaddow

The Liberty and Strand Theatres Obtained Admirable Co-operation From the Leading Advertisers in Fresno, Cal., in Exploiting the Dean-Jewel.

HAD TO CALL COPS TO KEEP THE CROWD IN CHECK, HE SAYS

R. J. Bruce, owner of the Crystal Theatre, Toronto, seats 600 persons in his attractive little playhouse. Running two shows a day for three days and a special matinee on Saturday, a total of seven shows, Bruce obtained no less than 4,200 paid admissions for the first episode of "Winners of the West."

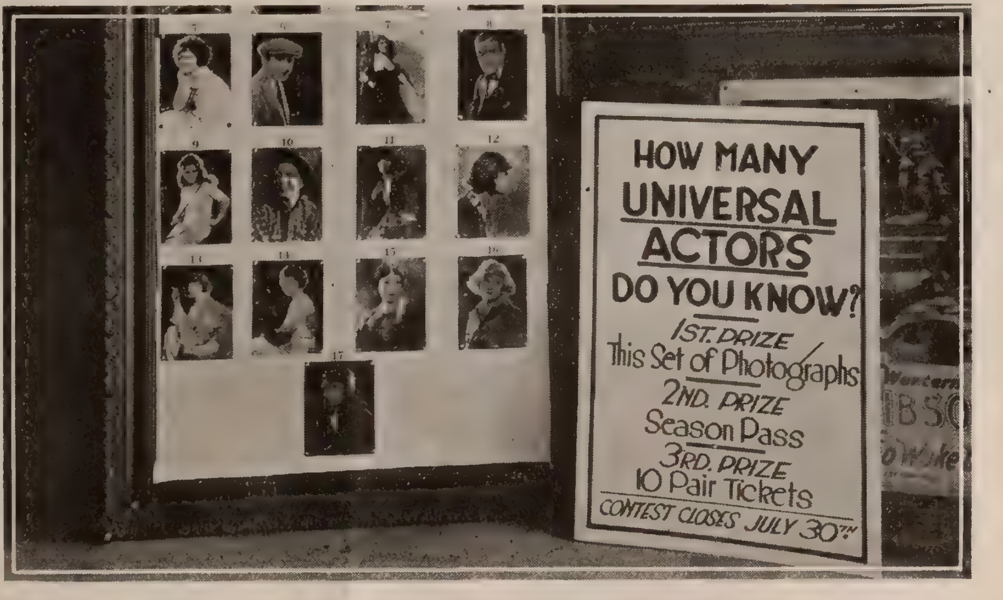
Not content wtih this phenomenal achievement, Bruce showed the second episode a few days later and *had to call the police to keep the crowds in check!* It was only after reinforcements had arrived that the policemen were able to line up those who were awaiting an opportunity to get in.

The First Ten Years Are the Hardest

Verner C. Hicks, manager of the Family Theatres, Marion and Pittsburg, Ill., has been an exhibitor for nearly 10 years. When he and Paul W. Ballance opened their Marion playhouse more than 9 years ago—a three- or four-reel picture was considered a special in those days—their first bill was composed exclusively of Universal films.

They have used Universal pictures continuously since their opening. "Universal pictures, I believe, are the best program on the market," writes Mr. Hicks, "and the most reasonable in price. We have also played every one of the Special Attractions and always made good money on them. We opened our Pittsburg house with Universal pictures for a whole week and expect to continue using them. We have had less trouble," he concludes, "from your office than any exchange we have traded with in the past 9½ years."

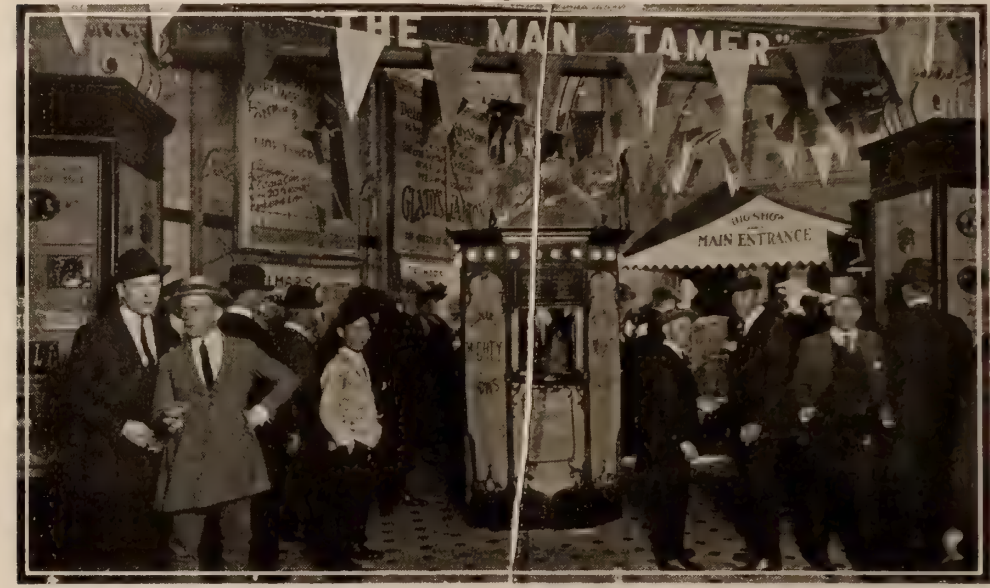
NOVEL POPULARITY CONTEST BOOSTS UNIVERSAL STARS



The Standard Theatre of Cleveland, Ohio, Pulled a Who's Who Stunt During the Showing of "Short Skirts," Universal's Picture Starring Gladys Walton, During Its Laemmle-Universal Anniversary Week Program. The Illustration is Self-Explanatory. Many Thousands of Answers Were Received From Patrons.

The Exhibitors' Own Page

NOBEL HEARNE PUTS OVER "THE MAN TAMER" IN GREAT STYLE



The Frolic Theatre of San Francisco Turned Its Entrance Into a Facsimile of the Gate-way to a "Big Show." The Universal Picture, "The Man Tamer," Starring Gladys Walton, Was the Attraction Showing at the Theatre at That Time. Notice How Appropriate the Posters Are in the Left of the Lobby.

"One Hundred Per Cent"

"Under Crimson Skies," with Elmo Lincoln.—Good and had a good-sized crowd. One hundred per cent satisfaction.—G. F. Rediske, Star Theatre, Ryegate, Mont.—Small town patronage.

"Drew Like a Mustard Plaster"

"Pink Tights," with Gladys Walton.—A picture that drew like a mustard plaster. Big crowd and made the star for me. Played a repeat on this one and they came a second time. —R. S. Wenger, Victory Theatre, Union City, Ind.—Neighborhood patronage.

"Should Please All"

"The Freeze Out," with Harry Carey.—A very good Carey subject and should please all.—F. W. Horrigan, McDonald Theatre, Philipsburg, Mont. —Neighborhood patronage.

"Best Attendance of Season"

"'If Only' Jim," with Harry Carey. —Best Sunday attendance of the season.—O. R. Nation, Strand Theatre, Davis, Cal.—Small town patronage.

"Book It and Boost It"

"The Virgin of Stamboul," with Priscilla Dean.—A wonderful picture. Book it and boost it.—W. L. Beebe, Opera House, Manito, Ill.

(Courtesy Exhibitors' Herald)

"A Good Strong Picture"

"Outside the Law," with Priscilla Dean.—A mighty good, strong picture with plenty of action and will please them if they like strong pictures.—M. D. Foster, Gem Theatre, Williamsburg, Kan.—Small town patronage.

"Be Sure To Run It"

"The Virgin of Stamboul," with Priscilla Dean.—A mighty good production. Many favorable comments on this one. If your patrons do not object to Oriental stuff be sure to run it.—M. D. Foster, Gem Theatre, Williamsburg, Kan.—Neighborhood patronage.

"Good Picture"

"Reputation," with Priscilla Dean.—Played this following "Once to Every Woman" and "Outside the Law," and we played to about same number of people as the latter picture. Good picture.—J. L. Meyers, Liberty Theatre, Ivesdale, Ill.—Small town patronage.

"Excellent"

"Red Courage," with Hoot Gibson.—Excellent production.—C. M. Hartman, Liberty Theatre, Carnegie, Okla.—Small town patronage.

LUCKY NUMBER

S. Delaney, proprietor of Delaney's Theatre, Gananaque, Ont., is receiving congratulations on the birth of his seventh child. Regarding the Universal product, Mr. Delaney writes: "If the shysters hadn't tied me up so tight, or I hadn't been asleep, I should certainly have used Universal before this. I have missed a lot of good stuff, but never again."

MEEHAN YOU, BOTH

Hy Meehan, manager of the Academy Theatre, Lindsay, Ont., has become one of the greatest canine fanciers in the Dominion of Canada, as he says Brownie is the best dog in all creation and he wouldn't give a plugged rouble for any other mut in comedies. Mr. Meehan claims he has the mutuels beaten for winners with "Winners of the West."

"Patrons Pleased"

"Rich Girl, Poor Girl," with Gladys Walton.—A nice evening's entertainment and patrons pleased. Played to a good house. The star is a worthy successor to Olive Thomas.—C. M. Miller, Nichels Theatre, Middletown, Ind.—Neighborhood patronage.

"Real Box-Office Attraction"

"Outside the Law," with Priscilla Dean.—This proved a real box office attraction and patrons were all pleased.—R. A. Wilt, Wilt Theatre, Ligonier, Pa.—Neighborhood patronage.

"Pleased 95 Per Cent"

"Reputation," with Priscilla Dean. —Good. Pleased 95 per cent here. Star well liked. She does some clever acting in this one.—Lloyd Hollenbeck, Colonial Theatre, Paul, Idaho.—Small town patronage.

"Very Good Picture"

"The Blazing Trail," with Frank Mayo.—A very good programme picture with action, suspense and beautiful mountain scenery.—M. D. Foster, Gem Theatre, Williamsburg, Kan. —Neighborhood patronage.

"Year's Third Largest Crowd"

"Once to Every Woman," with Dorothy Philips.—Drew us the third largest crowd of the year. A real good picture.—J. L. Meyers, Liberty Theatre, Ivesdale, Ill.—Small town patronage.

The History Serial that has made Serial History!

5-0-0-0 BOOKINGS

That's the unparalleled number of theatres that have already booked this serial since its recent release.

Are you one of them?

If not, you'd better add yourself to the number to-day and get some of the sure profits it will bring.

Carl Laemmle
presents

ART ACORD

Directed by Edward Laemmle

"WINNERS of the WEST"

Universal's Red-blooded American History Chapter-play

MUTINY MARKS CRUISE OF PIRATE PRIVATEER!

"THE ADVENTURES OF ROBINSON CRUSOE"

Episode One

"The Sea Raiders"

Starring **HARRY MYERS**

FOLLOWING an introductory title, Daniel DeFoe, biographer of Robinson Crusoe, is shown at his work. He dips his quill pen into the ink horn at his elbow, and with a flourish, writes the concluding words of the story of Crusoe's adventures. As he picks up his manuscript to read it over, the scene fades out.

"So it was that Robinson Crusoe once more set forth upon a voyage in search of adventure. . ." Crusoe is shown as he stands by the rail, gazing at the rapidly disappearing shores of his native land. Another excerpt from the book is shown. "While waiting behind in the little seacoast village he left his promised bride to be. . ." The MacGregor cottage is shown and before it, looking out to sea toward Crusoe's ship, stands Marian MacGregor.

Captured by Moors

As Marian stands looking off, Richard Gale, clerk in the offices of the owners of the vessel in which Crusoe has sailed, enters to her. He is apparently Crusoe's closest friend, and as such has promised to look after Marian. As the two see the vessel disappear, the scene overlaps into the pages of the book once more.

"Months later, Crusoe's vessel fell in with a rover from Salee and Crusoe was taken captive by the Moors. Those at home waited in vain for a word from him. At last they thought him dead. . ."

The scene fades into the exterior of the cottage. Marian sadly watching the sea for a sight of a vessel bringing Crusoe back, is interrupted by Gale's appearance. He tells her that word of the loss of the vessel has been received by his masters, and that Crusoe was lost. Marian turns to him for comfort and the scene fades out.

"With Sword and Lantern"

Now comes the wedding of Marian and Gale. It is night. The cottage is gayly dressed and the guests are assembled. Then a small boat beaches at a spot nearby, and Crusoe, having escaped the Moors, jumps ashore and rushes to the cottage.

He finds the ceremony already in progress and learns that his friend is going to marry the girl he loves. Crusoe is about to hurl himself upon Gale, then realizes the uselessness of being revenged upon Marian's husband. So unknown to Gale or Marian he leaves the cottage and goes to a little tavern nearby.

There, at a table in one corner, Crusoe hears a number of the crew of a privateer discussing the choice of a leader. As he is an accredited navigator, he offers himself, but is opposed by two of the number, who tell him that before assuming command he must prove himself a better man than they. The party goes to a lonely spot along the coast where Crusoe faces his antagonists in turn. Each armed with a broadsword in one hand and lantern in the other, they fight it out. Crusoe wins over the first, mercifully spares his life and then conquers the other likewise. Then Crusoe, now accepted leader of the crew, goes with the men aboard and they sail with the morning tide.

"The Skull and Cross-bones"

Time passes, then one day the crew of the privateer sight an Englishman. They make ready to attack, but Crusoe at once refuses. Their ship, he tells them is a privateer outfitted only to prey upon ships of those countries at war with England. The men sneer and tell him he is wrong, that the ship is now a pirate. They point above and Crusoe sees the Jolly Roger flying from the mast. In a fury he climbs the mast and tears it down, but on the deck below the angry crew have gathered. They attack him.

WINS FOOTBALL GAME AND DEAN'S DAUGHTER

"The Touchdown"

Two-reel Century Comedy

Starring **LEE MORAN**

LEE is sent to college by his fond parents and on the way makes an enemy of the college dude when he wins the daughter of the college professor.

That night the dude plans a hazing party, and poor Lee goes through an awful night. He jumps out of a window and sleeps in the park in his underclothes. The next morning he finds a football suit and while passing a fruit stand accidently picks up a watermelon. As he passes the grounds where the big college game is being held he is ordered to play.

He wins the game for his college amid the shrieks of millions and wins the professor's beautiful daughter.

"It's A Century"

SEARCH FOR ENVELOPE NEARLY PROVES FATAL

"THE SECRET FOUR"

Episode Eight

"The Highway of Hate"

THE ship now gets back on its course and starts out. Jim slowly is being left behind. Then Zonia sees him and puts the ship engines out of commission temporarily, allowing Jim to overtake the vessel. He gets on board through Zonia's assistance and she hides him. The ship proceeds up the coast and when morning comes it docks in the same city where Jim has hidden the envelope.

Jim enters the shop as the men pick up the mold. He rushes them, grabs the mold, and a fight follows. The old proprietor, aroused by the noise of the fight, comes down stairs and says that three busts were made from that mold and all have been shipped, though he does not remember where, but the shipping book will show.

At the same moment a hand reaches into the window, grasps the shipping book and withdraws.

The Leap For Life

At Zonia's Walgrove and Reynolds are becoming angry, and then a messenger arrives with package for Zonia. It is the shipping book. Walgrove grabs it, opens it, and gets flash of fact that cast No. 3 was shipped that morning by train No. 10.

All factions now start to overtake train No. 10. Jim and Nadine on a motorcycle make a flying leap to the train. Jim meets Walgrove and Reynolds on top of the car; Nadine is hanging on side. They knock Jim loose and swing themselves into the car. The train enters a tunnel as Jim rises; he is knocked off; Nadine swings to one side and seems sure of being crushed.

"TERROR ARMY" FORMED BY SOVIET COMMISSION

International News No. 5

Oakland, Cal.—Scrapping a battle-cruiser.

Kingston, Ill.—River ice blasted in hunt for children.

Musa Isle, Fla.—Boy Scouts in Indian war paint.

Scranton, Pa.—New mine cave-ins threaten homes.

Glimpses of Interesting Folks.

Waukegan, Ill.—Gov. Small denies conspiracy charges.

Bristol, N. H. — Skating acrobat thrills Carnival crowds.

Moscow, Russia.—First and exclusive pictures of Russia's secret army of terror.

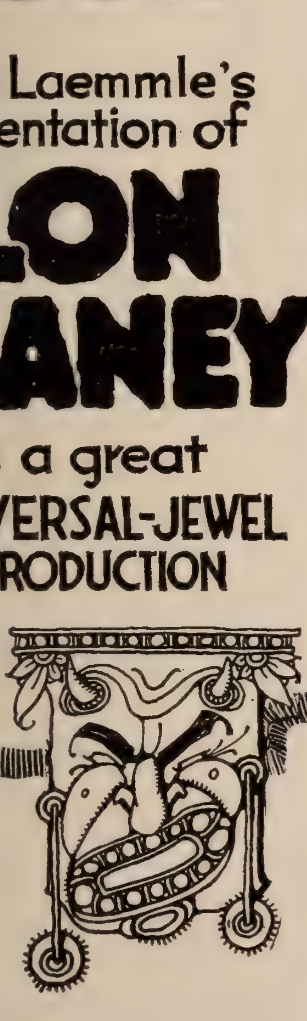
Powers Cartoon.

Coming Soon

Carl Laemmle's
presentation of

LON CHANEY

in a great
UNIVERSAL-JEWEL
PRODUCTION



Carl Laemmle
presents

Mae Bush

as Princess Vera

in

"Foolish Wives"

The First Million Dollar Production
by and with Von Stroheim

Universal Super Jewel

The MOVING PICTURE WEEKLY.

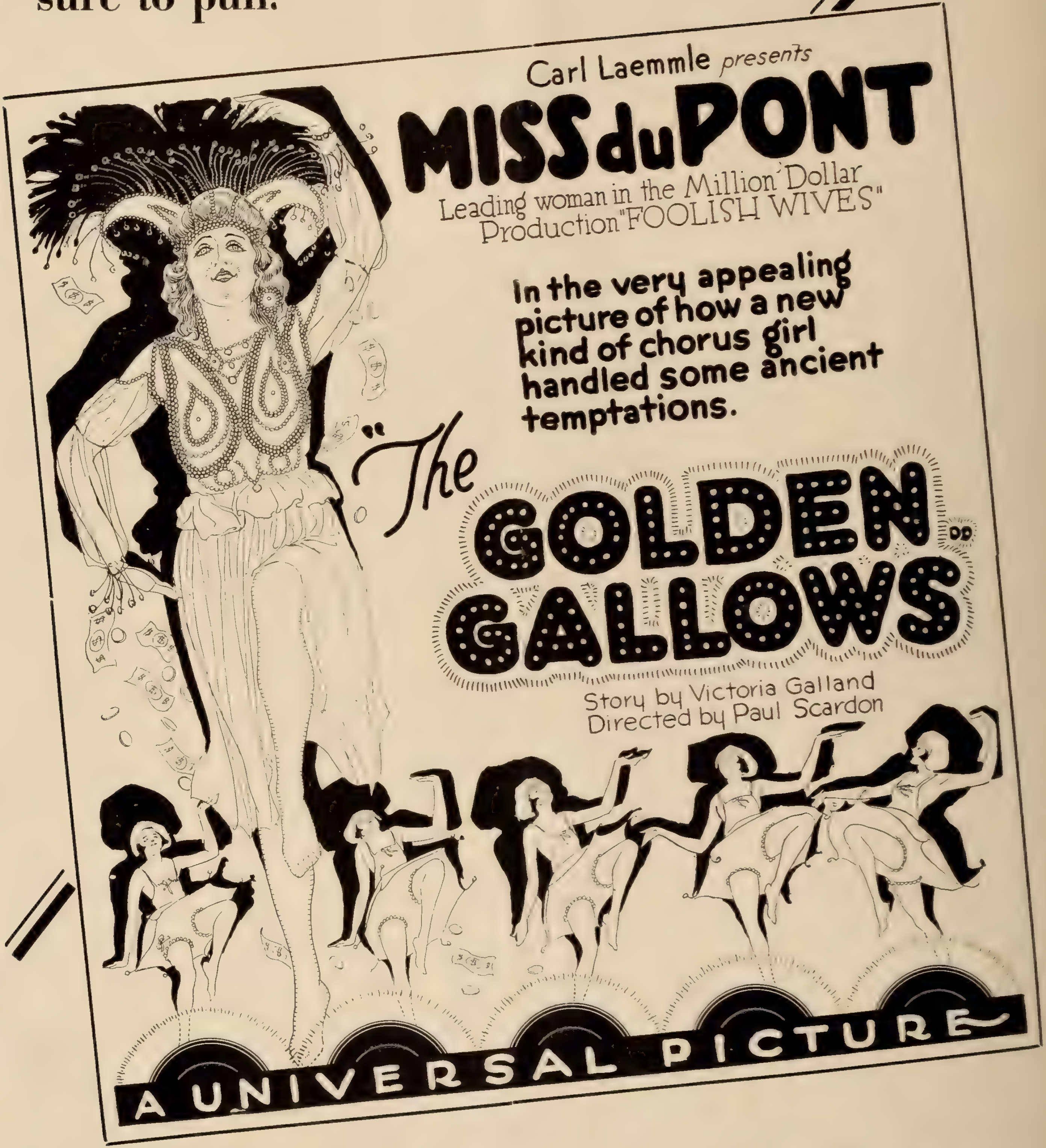
VOL.14 FEB.11,1922. NO.26

Miss du PONT

THE EXQUISITE BLONDE IN

"FOOLISH WIVES"

**A sure crowd-getter------
a 3col. news ad that's
sure to pull!**



Carl Laemmle *presents*

MISS du PONT

Leading woman in the Million Dollar
Production "FOOLISH WIVES"

**In the very appealing
picture of how a new
kind of chorus girl
handled some ancient
temptations.**

**"The
GOLDEN
GALLOWS**

Story by Victoria Galland
Directed by Paul Scardon

A UNIVERSAL PICTURE

*Get behind this one !
It's a winner!*

What "Screen Opinions" Says of "Foolish Wives":

> "A magnificent and thrilling revelation of life at Monte Carlo, with the most villainous villain stalking the promenades that you have ever seen or read about. See Erich von Stroheim's wonderful delineation of the character of Count Sergius Karamzin."—*Screen Opinions, January* 30, 1922.

" 'Foolish Wives' is one of the most magnificently staged moving pictures that has been made, and it is easy to believe that more than a million dollars was spent on its production. . . 'Foolish Wives' is beyond criticism. . . . A magnificent replica. . . . Marvelous architectural feat. . . . Ecstatic thrill. . . . A bubbling caulddron of life. . Distinctively artistic composition daringly flecked with star dust from a spiritual plane. . . About the technical part of the picture there is a tone of authority. Important events which incur elaborate preparation, and scenes of heraldry arrive with a blare of bugles, as it were, pompous processions borne by splendid horses with magnificent trappings sweep joyously thru the streets, and are dismissed as by the wave of a magician's wand. We do not remember any production of like magnificence moving across the screen at the same spirited gait. Its tempo is delightful. 'Foolish Wives' provides no opportunities for sobs. It makes no particular attempt to play on the emotions. It is as perfect in an artistic way as 'The Cabinet of Dr. Caligari.' . . . But von Stroheim goes a step farther in the right direction in discovering a number of loopholes for comedy and in pointing out quite a happy philosophy of life. . . . It is a satire on European pomp and gives the palm to the unvarnished manhood of the unconventional American man. 'Foolish Wives' is as difficult to describe in detail as 'Orphans of the Storm.' Totally different, the one conceived on the lower plane of life, the other reaching into the lofty places, still as masterpieces in the particular thing that each attempts to describe, they might hang in the same art gallery, side by side. Erich von Stroheim's delineation . . . . is a master-stroke, as is also his direction of the picture. Standing next to him in artistic achievement come Dale Fuller . . . . and Maude George. . . . Miss Du Pont is quite the type for the role . . . . and Rudolph Christians gives a convincing performance. . . . Spectacular fire."

The Old Stand-b

No. 268.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

First again!

Once more the Universal blazes the trail and shows the way for the rest of 'em! The oldest successful comany in the business is constantly the youngest in spirit and enterprise.

FIRST to show those amazing pictures of His Holiness, Pope Benedict XV, in the International News—and not a single extra dollar charged for one of the greatest scoop in the history of news reels. Any exhibitor who fails to clean up on this gift from the gods is wrong in his showmanship!

FIRST to bring out the Historical Serial, and bring the serial back as one of the greatest profit-makers the exhibitors ever had. Everybody knew that the serial was sick, but it remained for the Universal to apply the remedy. If you are not using "Winners of the West," and if you are not booking "With Stanley in Africa" and our other historical serials you are overlooking a tremendous thing.

FIRST to bring out an absolute novelty in the way of a monthly two-reeler known as "The Leather Pushers"–a house-packer if ever there was such a thing! This Universal-Jewel-Collier's series is screened exactly as written by the famous H. C. Witwer in Collier's, and every

y Is Standing By

episode contains a high-class boxing exhibition such has never been screened before.

FIRST to make a real million-dollar picture, "Foolish Wives." The first company with confidence enough in the future of the business to gamble more than a million in cash on one smashing big production. The picture will stamp Von Stroheim as the master genius of screen realism, and will do more to bolster up a lazy business than any half dozen pictures of the year put together.

FIRST to offer real, honest, cards-on-the-table help to exhibitors who are losing money! Our offer to adjust our prices in such a way as to help exhibitors break even instead of losing money is the sensation of the year. Enemies have tried to find a string to our offer, but there is no string to find. Simply prove by your books that you are losing money and we'll go the limit to help you break even. Whoever even thought of going that far to help keep your head above water?

You've seen other companies go up like rockets and come down like sticks. You've seen the Universal going along at a steady pace, hitting on all twelve cylinders all the time, making better and better pictures and always selling them at live-and-let-live prices. If you judge by Performance and not by Promises, you'll take this tip:

Cuddle up to Universal; you'll be needing us! You've always found us right on deck when you needed us in the past; and we're right on deck to answer your present call for help!

Business is as good as

He'll give you
the surprise
of your life—
on the screen
and at the
box office
!

CARL LAEMMLE offers

HARRY CAREY

in the FIRST SUPER—WESTERN EVER SCREENED

"THE FOX"

DIRECTED BY ROBERT THORNBY

UNIVERSAL-JEWEL de LUXE

he picture you show!

And these exhibitors proved it:

IT'S a knockout! Played to capacity business during my five-day run. More pictures like this will help build the standard of the industry.

Palace Theatre,
Madison, Wis.

A WONDERFUL production. Receiving more congratulations on this one than on any picture that I have run in the last eighteen months. It's clean—give us more of them—it's what they want.

Wayne Theatre,
Wayne, Pa.

ONE of the biggest box-office attractions I ever had. The best Harry Carey ever turned out. All exhibitors should play "THE FOX."

Liberty Theatre,
Channing, Mich.

WITHOUT a doubt the biggest, cleanest, most thrilling Western ever produced. The exhibitor who books this one and doesn't make good is suffering from sleeping sickness and should consult a specialist or get out of the exhibitor game.

Crystal Theatre,
Burlington, N. C.

MY recent two-day engagement of "THE FOX" was more than a box-office success. It was a dividend-paying insurance policy with all premiums paid. And you don't have to die to collect on this one. It makes friends of the most dire haters of Westerns.

Kay Theatre,
Marcus, Ia.

"THE FOX" surpasses all previous productions of its type. My business was so wonderful that I recommend it to exhibitors as the highest-class Western production ever filmed.

Paris Theatre,
Durham, N. C.

PULLS more money with very little expoitation than any I have played to date. It's superb. More productions like this will serve to bring the industry back to normal.

Star Theatre,
Colusa, Calif.

A GREAT success. Such pictures cannot fail to put any exhibitor in good standing as giving the people real pictures.

Emerson Theatre,
Brush, Colo.

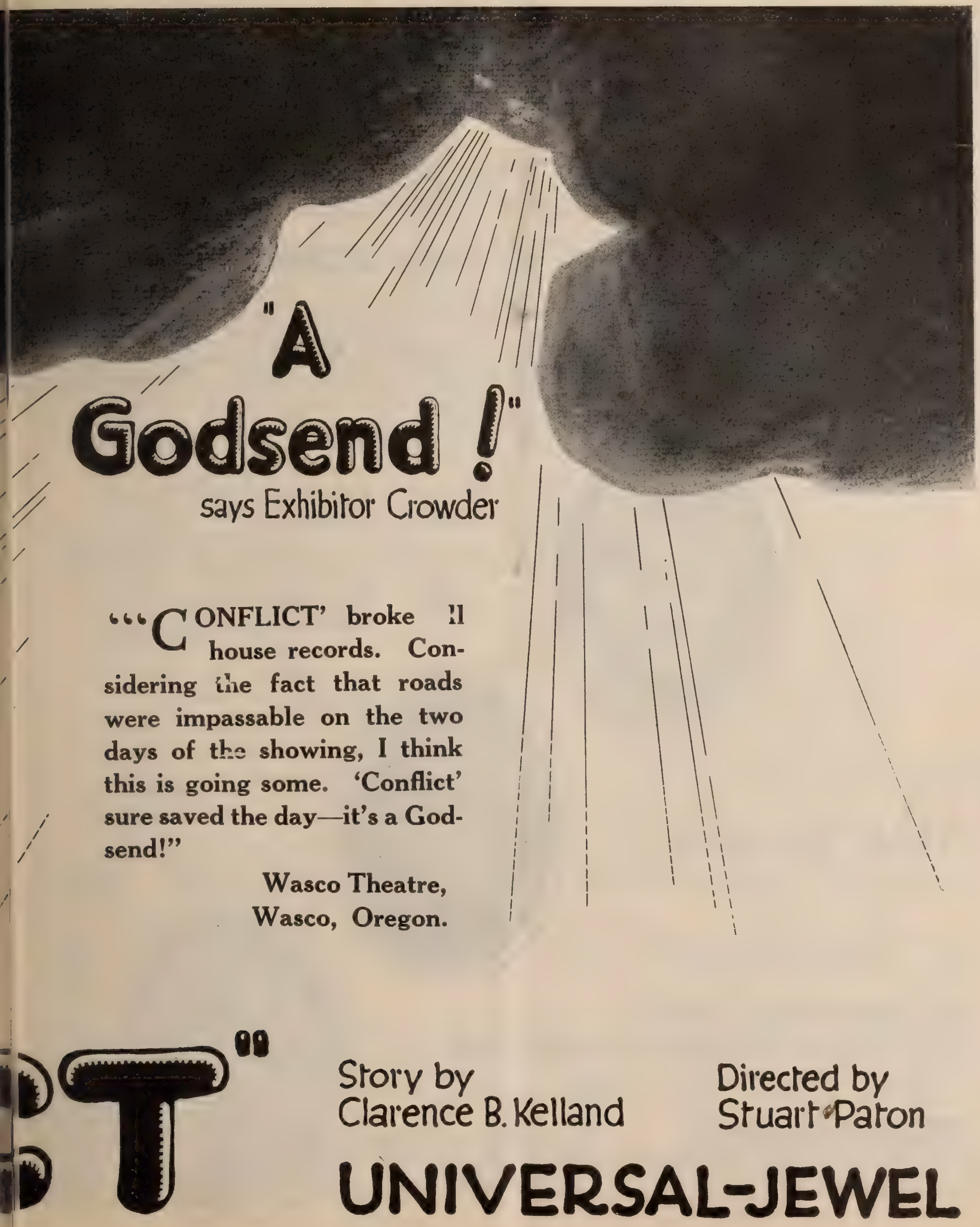
Carl Laemmle
presents

PRISCILLA

DEAN

IN HER GREATEST TRIUMPH

"CONFLI



"A Godsend!"

says Exhibitor Crowder

"'CONFLICT' broke all house records. Considering the fact that roads were impassable on the two days of the showing, I think this is going some. 'Conflict' sure saved the day—it's a Godsend!"

Wasco Theatre,
Wasco, Oregon.

T"

Story by
Clarence B. Kelland

Directed by
Stuart Paton

UNIVERSAL-JEWEL

Get Ready for

PRISCILLA DEAN

IN

"WILD HONEY"

Produced from the famous novel by Cynthia Stockley.—Directed by Wesley Ruggles.

"THAT LASS O' LOWRIES"

From the book by Frances Hodgson Burnett, that had Millions of readers. Directed by Hobart Henley

LON CHANEY

in a tremendous drama of the Canadian Northwest the title of which will shortly be announced.

Directed by Robert Thornby

HARRY CAREY

IN **"MAN TO MAN"**

A stirring action story by Jackson Gregory
Directed by Stuart Paton

HOUSE PETERS and an ALL-STAR CAST in

"HUMAN HEARTS"

with Edith Hallor, George Hackathorne, Ramsey Wallace and Gertrude Claire.—From the international stage success by the famous playwright Hal Reid.—Directed by King Baggot

"THE STORM"

with Virginia Valli and Matt Moore

From George Broadhurst's Broadway Sensation, written by Langdon McCormick
Directed by Reginald Barker

these 6 Big Ones

Featuring 4 Great Stars and wonderful Casts in Splendid Stories made by the Greatest Staff of Directors in America

offered by Carl Laemmle

UNIVERSAL will soon announce six great Jewel productions ready for release. In every way—stars, stories, directors, and scenic effects—they will be better, bigger and finer than ever before.

YOU will have Priscilla Dean—probably the greatest actress who ever graced the screen—in two powerful photodramas, one directed by Wesley Ruggles—the other by Hobart Henley.

YOU will be able to show your folks Lon Chaney—famous for his roles in "The Miracle Man" and "Outside the Law"—in his greatest picture directed by Robert Thornby.

HARRY CAREY will be presented in a great outdoor story of action and thrills, directed by Stuart Paton, who made "Conflict."

THERE wil be offered you "Human Hearts," the famous stage success, directed by King Baggot, and the big Broadway sensation, "The Storm," directed by Reginald Barker, the man who made "The Old Nest." House Peters will be featured in both of these productions and will have in his support such stars as Edith Hallor, Virginia Valli, Matt Moore and George Hackathorne.

KEEP dates open for these big ones. They mean crowds and profits.

The Finest Productions in the World

Universal-Jewels

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor
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Vol. 14 FEBRUARY 11, 1922 No. 26

International Obtains Exclusive Poses of Trotzky; To be Released as News Reel Through Universal

Red War Lord Visits Improvised Studio of Ariel Varges in Moscow and is "Shot" Working at Desk---Shows Skill as Actor

ALTHOUGH it has been generally accepted that the Red war lord never appears in public save in an armored car escorted by troops and guards, International News' cameraman, Ariel Varges, prevailed upon Trotzky to pose before a motion picture camera. Trotzky, the busiest man in Russia, came to Varges' apartment in Moscow and was photographed "at work" in a unique series of poses which will be distributed at an early date exclusively by Universal as part of the International News reel.

Soviet Lends Arc Lamps

The Soviet Cinema Section lent Varges 60,000 candle-power arc lights which were installed by the cameraman in his living room. Early in the morning a Red army aide-de-camp, Trotzky's sole attendant, arrived at the apartment to see if everything was in readiness. He looked quickly over the big room on the street level where the lights had been prepared, but made no search of the adjoining bedroom.

A few minutes later Trotzky's limousine, unarmored, drew up at the door. There was no guard other than the chauffeur, nor was the street barred, nor were there any other manifestations of force.

Trotzky "Strictly Business"

Trotzky entered and went straight to the table where a sort of desk had been prepared under the dazling glare of the arc lamps, which appeared to give him satisfaction. With an abrupt, characteristic and business-like gesture and sharp command the Russian instructed the Red soldier to wait in a small vestibule, greeted Varges and a correspondent of the New York *Times* and a Russian movie man named Novitski, who formerly accompanied Varges on his trips to the front.

Trotzky said: "Is everything ready? I can only give five minutes to you."

The work began immediately. Dressed in his usual khaki uniform, with tunic buttoned up to the neck, Trotzky sat studying a series of French cartoons of the Commune period which Varges thought would be appropriate. Unlike other Bolshevik notabilities who have posed for Varges, he needed no directions, but examined the caricatures with the same concentration he devotes to his work. It was the same throughout—telephoning, talking or scrutinizing a map. There was no trace of hesitation, nothing to show he was conscious it was make-believe instead of a part of his regular routine in his office at the Moscow Staff College. If destiny had not called Trotzky to be the chief of the Russian armies he might have made a great actor.

Light Hurts His Eyes

Only once he said anything to indicate he was aware of posing: "Are you nearly through? This light tries my eyes." Once, too, when looking at a may with Varges he said: "Yes, here's Odessa and there's Baku, where the English were," with a sudden snap of the teeth and thrusting forward of the jaw, as if to add, "and where they shan't come back!"

Glad When It's Over

"Good!" he said, sharply, when the operation of taking the picture was completed, and without waiting, turned toward the door. He pulled on his heavy military overcoat, gave a firm handshake to everyone, including the electrician and the house maid, who had come to open the door, and was off in his auto a second later. The whole business had taken exactly six minutes.

"Foolish Wives" Set in Nine Cities

Universal Makes Announcement of Grand Openings in Main Distributing Centers

FOLLOWING the memorable opening of "Foolish Wives" at the Central Theatre in New York, the picture has been booked in eight of the largest cities of the United States. The placing of these opening showings has been a matter of deep concern to Mr. Laemmle ever since the picture opened.

Avalanche of Applications

As soon as he let it be known he would accept bids on this picture, he was flooded with all kinds of applications for showing the picture. Many theatre owners wired in that Mr. Laemmle could have their theatres on any terms he desired. It has been Mr. Laemmle's desire, however, to have this picture set in cities which were strategically important for distributing purposes and where the greatest number of exhibitors could see the picture itself and its phenomenal drawing power. The eight propositions already accepted were selected out of more than eight hundred.

"IT'S A WISE MAN WHO——"
I WANT TO INTEREST YOU IN A GREAT THING -- I ONLY CALL ONCE -
EXHIBITOR
OPPORTUNITY
KNOCK!
KNOCK
NAW! BEAT IT !
THE CHANCE OF YOUR LIFE-TIME! BOOK 'FOOLISH WIVES' NOW!
I WANT TO INTEREST YOU IN A - - -
LIVE WIRE EXHIBITOR
OPPORTUNITY
KNOCK!
KNOCK!
WELL! WE-ELL! WELCOME !
THE CHANCE OF YOUR LIFE-TIME! BOOK 'FOOLISH WIVES' NOW!
THAT OLD BOY WAS SURE A LIFE SAVER! I WAS JUST ABOUT TO GO ON THE ROCKS !
NET RECEIPTS FIRST NIGHT of 'FOOLISH WIVES'
HAW! HA-AW! THE CROWDS ARE COMING STRONGER EVERY NIGHT !
RECEIPTS of 'FOOLISH WIVES'
ANY NIGHT FOR WEEKS
I SURE GET A KICK OUT OF IT! HE CALLED ON YOU FIRST! HA! HAW!! IM GOING TO TOUR EUROPE ON MY PROFITS !
I WONDER HOW HARD THIS JACKASS CAN KICK? !
TICKLE!
TICKLE!

Contrary to the usual procedure, "Foolish Wives" is being sold in Mr. Laemmle's own office rather than in the office of the exhibitor who buys it. Frank Rembusch, owner of the Ohio Theatre of Indianapolis, after the successful negotiations which resulted in his booking the picture, made this public statement: "The price I have agreed to pay for 'Foolish Wives' is higher than any price I ever dreamed of paying for any picture on earth; and at that I think it is the biggest bargain I ever got in my life."

"It Is Perfect"

Nathan Ascher, president of the Ascher Theatres Corporation, who will show "Foolish Wives" at the Roosevelt Theatre in Chicago, directly after he had secured the production, stated: "'Foolish Wives' is the greatest picture I ever saw. I came here to pick flaws in it, but could not find even one. It is perfect. In all my life this is the first picture I went out to buy myself. I never was happier than when I booked it for my theatre. I have never given any picture such an unqualified endorsement."

The first theatre which will show the "Foolish Wives" picture outside of New York will be the Criterion Theatre of Buffalo. This house is owned by Max Spiegel of the Mark Strand Theatres. One plan made with Mr. Spiegel was the booking of Miss du Pont both for the opening on February 5th and for several succeeding performances in Buffalo. Willard Holcomb, well-known theatrical and motion picture advance agent, has been in Buffalo for two weeks co-operating with Mr. Spiegel's own publicity department in preparing the way for the longest engagement which Mr. Spiegel has ever planned for his magnificent play-house.

Star's Personal Appearance

On February 12th "Foolish Wives" will open in the beautiful Roosevelt Theatre in Chicago, one of Ascher Brothers' best houses, and in the Ohio Theatre in Indianapolis. This latter house is owned by Frank Rembusch and managed by D. A. Coulter. It is planned to have Miss du Pont appear, if possible, at both of these theatres, although her leave of absence at Universal City is a limited one and may end her appearances at any time.

On February 13th, Monday, Felt Brothers will present "Foolish Wives" at the Aldine Theatre in Philadelphia.

Tremendous Interest

On the 15th the picture will enjoy its premier performance in California, staged at Mack Sennett's Mission Theatre in Los Angeles. On account of the tremendous local interest created in this picture during its year and a half of filming, Harry David is planning one of the most spectacular openings in ths history of the industry in that State It was variously rumored that seats for the opening performance were to sell at five, ten and even fifteen dollars apiece. In answer to a wire asking for the detailed plans for this opening, Mr. David replies: "Plans not completed for 'Foolish Wives' opening. As soon as definite arrangements are made will wire you in detail." No picture ever made in the United States has created more interest or received more publicity, and this situation is much more apparent in and around Los Angeles than in any other spot in the country.

On February 19th "Foolish Wives" will open in Freuler's Butterfly Theatre in Milwaukee, managed by Harry Hart, and also at James Cooper's Criterion Theatre, Oklahoma City. The next opening is at the Park Theatre in Boston, March 6.

Almost everyone of the managers who have already booked the picture have seen it at the Central Theatre and it is extremely significant to them that the picture in its third week is playing to bigger business than in the first.

A Double Barrel Box

THE FIRE EATER

Story by
Ralph Cummins

Directed by
Reaves Eason

Starring that whir

HOOT

Film Daily said of "The Fire Eater"

"A picture that will make many box-offices feel good. Where they like real 'movie' melodramas with a fine mixture of fighting, plotting, romance, thrills and general 'punch', bet on 'The Fire Eater' to please them. It contains everything that this type of picture should have and a generous share of everything. Works up to fine climax."

UNIVERSAL SPEC

Office Proposition

HEADIN' WEST

Story by
Harvey Gates

Directed by
Wm. J. Craft

wind of action

GIBSON

Ex. Trade Review said of "Headin' West"

"Hoot Gibson has put over a few good ones lately, but this one is the best yet. This one has a good story, interesting and crammed with excitement. It has a novel opening in which Hoot is introduced via a parachute from an airship. There are several good fist-fights which lack nothing to make them realistic. There is little or no padding and, summed up, the picture is good entertainment."

AL ATTRACTIONS

EXHIBITOR

"I HAVE LOST ALL MY SAVINGS—UNLESS YOUR OFFER WILL SAVE ME"

Middletown, Ohio,
January 16th, 1922.

Mr. Carl Laemmle,
New York.

Kind Friend: At 70 years old I find myself to be the owner of above theatre of 135 seats, and one of your oldest Universal patrons. I have held my own with seven opposing shows of about 4,000 seats. I have lost all of my 1920 savings—$2,250—which I offered to your road men. Now I am up against the end, unless your kind offer will save me. My rent is $15 a night, and labor takes my receipts. I am forced to use $1 reel service. I would like to use some repeat Jewels. I owe about $75. I ask for these pictures for two days (undeciperable) me a price and give my old pal A. credit for half; or in other words, a day's service free to allow me a credit. I saw a copy of your offer and am waiting for a reply in the hope that you can help me.

Thanking you in advance, I am,
Respectfully,
A. V. MAHLER.

"UNIVERSAL READY TO HELP THE EXHIBITOR AT LIVE-AND-LET-LIVE PRICES"

SYMPHONY THEATRE
Broadway at 95th St.

ADELPHI THEATRE
Broadway at 89th St.

January 12, 1922.

Big "U" Film Exchange, Inc.,
1600 Broadway, New York City.

Gentlemen: I take pleasure in greeting Mr. Laemmle's statement with reference to prices on film at this critical time, when the theatres are undergoing the hardships that they are meeting with, and I wish to say that we have found that at all times Universal was ready to assist the exhibitors by selling film at "live-and-let-live" prices.

I trust that our friendly relationship in business will continue as in the past.

Very truly yours,
A. J. WOLF, Vice-Pres.,
Trio Amusement Co., Inc.

"UNIVERSAL MADE IT POSSIBLE TO KEEP OUR THEATRE OPEN"

Atlantic, Iowa,
January 13th, 1922.

Mr. Carl Laemmle,
New York City, N. Y.

MY DEAR MR. LAEMMLE: Just a line to thank you for making the prices on Universal service so low that it has made it possible for us to keep our Garden Theatre open. If you had not done this we would have been forced to close months ago.

Wishing you all kinds of success in the future, and again thanking you, we are

Yours very truly
MR. AND MRS. R. W. STEEN.

"A BIG MAN HAS HAD THE GOOD SENSE TO TINCTURE IDEALS WITH PRUDENCE"

ELMO THEATRE

Chicago, Ill.,
January 17, 1922.

Mr. Carl Laemmle,
Universal Film Mfg. Co.,
New York City.

Dear Mr. Laemmle: How many struggling little theatre enterprises would gain a solid underpinning and enter upon the New Year with a much greater feeling of assurance if the trade only had a few more examples of such producer's interest in the success of the exhibitor as is presented in your very generous offer recently published in the trade paper? It is the case where a big man in the picture business has had the good judgment to tincture his high ideals with common sense.

We have used Universal pictures continuously since Universal pictures have been available to exhibitors. They have proven consistent moneymakers for us, which, added to the excellence of Universal service to exhibitors, leaves us in quite a satisfied state of mind and with no call for taking advantage of your unusual offer. But we do feel that we owe this statement to you as an expression of appreciation of the good your pictures have brought to us.

Sincerely,
E. CHRISTY,
Elmo Theatre.

GRATITUDE

"TO THE PRINCE OF DISTRIBUTORS AND THE LITTLE EXHIBITORS' FRIEND"

IDLE HOUR THEATRE

Gordonsville, Tenn.,
January 23, 1922.

To the Prince of Motion Picture Distributors and the Little Exhibitors' Friend.

Carl Laemmle, President,
Universal Film Mfg. Co.,
New York City.

Dear Sir: I have repeatedly stated to distributors' salesmen, that if the distributor did not come to the rescue of the little exhibitor, especially those operating in the smaller towns, the little exhibitor would soon be a thing of the past, but little did I think that Universal would be first to do this.

Now, that Universal has made this great sacrifice I do not hesitate to say that every exhibitor who has been losing money is obliged to use and run one hundred per cent. Universal Pictures.

More than likely other distributors will soon come forward with a like proposition. Why? Because Universal Made Them Come, That's the Only Reason.

Thanking you, and assuring you of my appreciation of what Universal is doing for the little exhibitor, whether your offer includes as little a fellow as myself or not, I want to say to you that I wish you every possible success and that the time will soon come when I can run your pictures.

Very truly yours,
F. A. SMITH, *Mgr.,*
Idle Hour Theatre.

"YOU HAVE WON A WARM SPOT IN THE HEART OF THE EXHIBITOR"

"Your statement to exhibitors who are losing money was acclaimed by the Montana exhibitors as the fairest and surest proposition ever presented to them, especially to those who are in need of help. With this statement you have won a warm spot in the heart of the Montana exhibitor."

CHARLES F. BLICHO,
Traveling Representative,
Universal Butte Exchange.

"UNIVERSAL IS ALWAYS WILLING TO MEET EXHIBITOR MORE THAN HALF WAY"

CONSOLIDATED AMUSEMENT ENTERPRISES

623 Eighth Avenue, New York City

Arena Theatre
Drury Lane Theatre
Gem Theatre
Ideal Theatre
Morningside Theatre
Movies Theatre
York Theatre
Village Theatre
Tivoli Theatre
Times Theatre
72d St. Playhouse
Regent Theatre

January 10th, 1922.

Big "U" Film Exchange, Inc.,
1600 Broadway, New York City.

Gentlemen: In answer to your editorial which you had in the trade paper, I beg to advise you that I am heartily in accord with Mr. Laemmle's statement with reference to price and I beg to state that I have found that Universal always sells its product at a "live-and-let-live" price and is always willing to meet the exhibitor more than half way. I feel certain that that feeling exists with the majority of exhibitors.

Trusting that our business relationship shall continue with the same spirit as in the past, I beg to remain,

Very truly yours,
ABRAM FANCHI.

IT'S NOT A STRAW YOU'RE GRABBING AT; IT'S A MIGHTY RELIABLE ANCHOR, JOE.

Westfield, Ill.,
January 18th, 1922.

Carl Laemmle, President,
Universal Film M'f'g. Co.

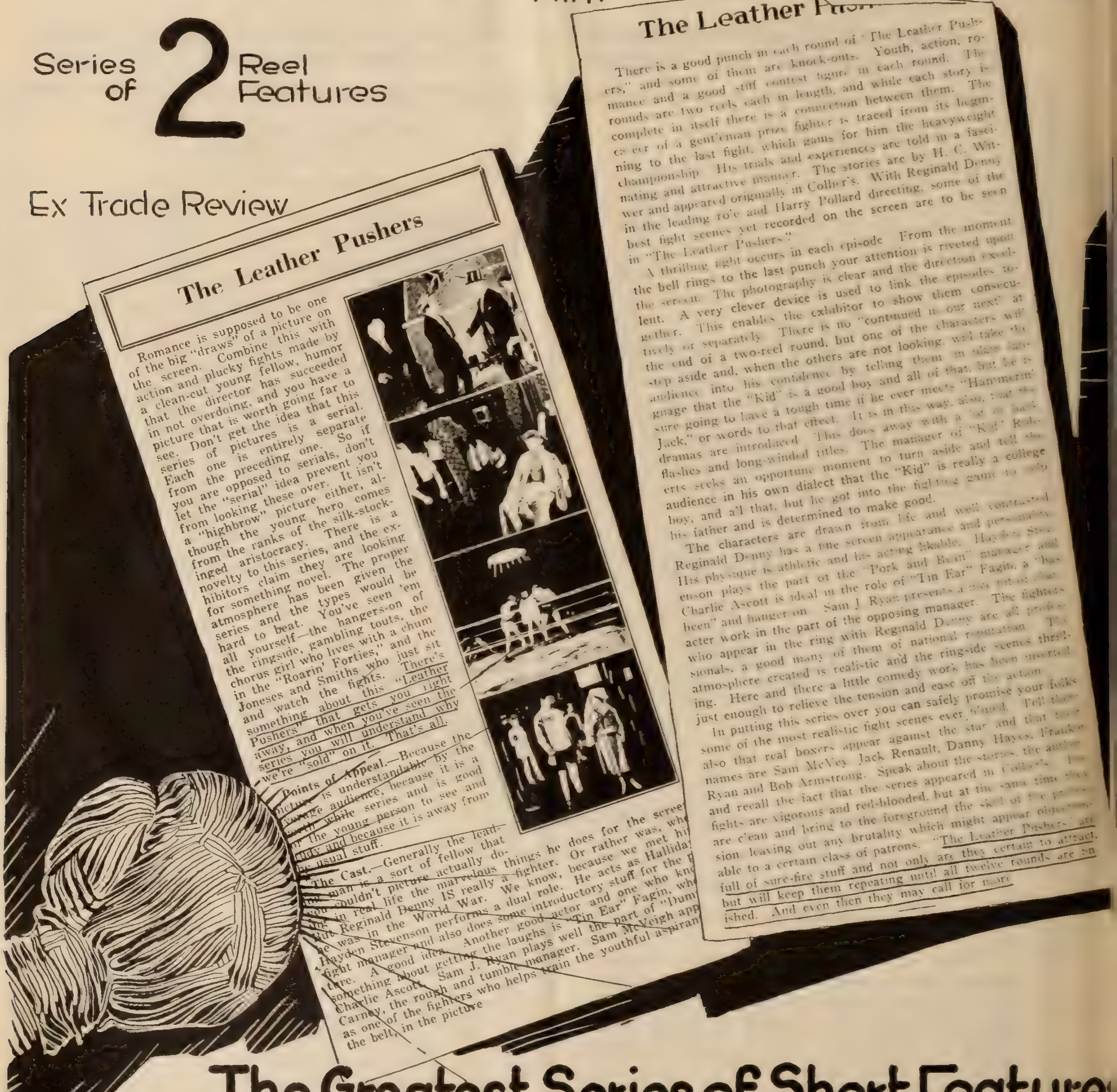
Dear Sir: We are one of those losing money, and unless something is done will soon have to close. We have never bought films of Universal, because we've been tied up with others, and contracts for theirs having just run out, decided to look around for ourselves.

Where is your exchange located that would be nearest to us? Do you send out salesmen?

Yours truly, grasping at a straw,
JOE STRADER,
Westfield, Ill.
Proprietor and owner of Variety Theatre.

Read what all the National Trade Papers Say About "The

Series of **2** Reel Features



Film

The Leather Pushers

There is a good punch in each round of "The Leather Pushers," and some of them are knock-outs. Youth, action, romance and a good stiff contest figure in each round. The rounds are two reels each in length, and while each story is complete in itself there is a connection between them. The career of a gentleman prize fighter is traced from its beginning to the last fight, which gains for him the heavyweight championship. His trials and experiences are told in a fascinating and attractive manner. The stories are by H. C. Witwer and appeared originally in Collier's. With Reginald Denny in the leading role and Harry Pollard directing, some of the best fight scenes yet recorded on the screen are to be seen in "The Leather Pushers."

A thrilling fight occurs in each episode. From the moment the bell rings to the last punch your attention is riveted upon the screen. The photography is clear and the direction excellent. A very clever device is used to link the episodes together. This enables the exhibitor to show them consecutively or separately. There is no "continued in our next" at the end of a two-reel round, but one of the characters will step aside and, when the others are not looking, will take the audience into his confidence by telling them in slang language that the "Kid" is a good boy and all of that, but he is sure going to have a tough time if he ever meets "Hammerin' Jack," or words to that effect. It is in this way, also, that the dramas are introduced. This does away with a lot of back-flashes and long-winded titles. The manager of "Kid" Roberts seeks an opportune moment to turn aside and tell the audience in his own dialect that the "Kid" is really a college boy, and all that, but he got into the fighting game to help his father and is determined to make good.

The characters are drawn from life and well contrasted. Reginald Denny has a fine screen appearance and personality. His physique is athletic and his acting likable. Hayden Stevenson plays the part of the "Pork and Beans" manager and Charlie Ascott is ideal in the role of "Tin Ear" Fagin, a "has been" and hanger on. Sam J. Ryan presents a nice bit of character work in the part of the opposing manager. The fighters who appear in the ring with Reginald Denny are all professionals, a good many of them of national reputation. The atmosphere created is realistic and the ringside scenes thrilling. Here and there a little comedy work has been inserted just enough to relieve the tension and ease off the action.

In putting this series over you can safely promise your folks some of the most realistic fight scenes ever filmed. Tell them also that real boxers appear against the star and that their names are Sam McVey, Jack Renault, Danny Hayes, Frankie Ryan and Bob Armstrong. Speak about the stories, the author and recall the fact that the series appeared in Collier's. The fights are vigorous and red-blooded, but at the same time they are clean and bring to the foreground the skill of the profession leaving out any brutality which might appear objectionable to a certain class of patrons. "The Leather Pushers" are full of sure-fire stuff and not only are they certain to attract, but will keep them repeating until all twelve rounds are finished. And even then they may call for more.

Ex Trade Review

The Leather Pushers

Romance is supposed to be one of the big "draws" of a picture on the screen. Combine this with action and plucky fights made by a clean-cut young fellow, humor that the director has succeeded in not overdoing, and you have a picture that is worth going far to see. Don't get the idea that this series of pictures is a serial. Each one is entirely separate from the preceding one. So if you are opposed to serials, don't let the "serial" idea prevent you from looking these over. It isn't a "highbrow" picture either, although the young hero comes from the ranks of the silk-stockinged aristocracy. There is a novelty to this series, and the exhibitors claim they are looking for something novel. The proper atmosphere has been given the series and the types would be hard to beat. You've seen 'em all yourself—the hangers-on of the ringside, gambling touts, the chorus girl who lives with a chum in the "Roarin' Forties," and the Joneses and Smiths who just sit and watch the fights. There's something about this "Leather Pushers" that gets you right away, and when you've seen the series you will understand why we're "sold" on it. That's all.

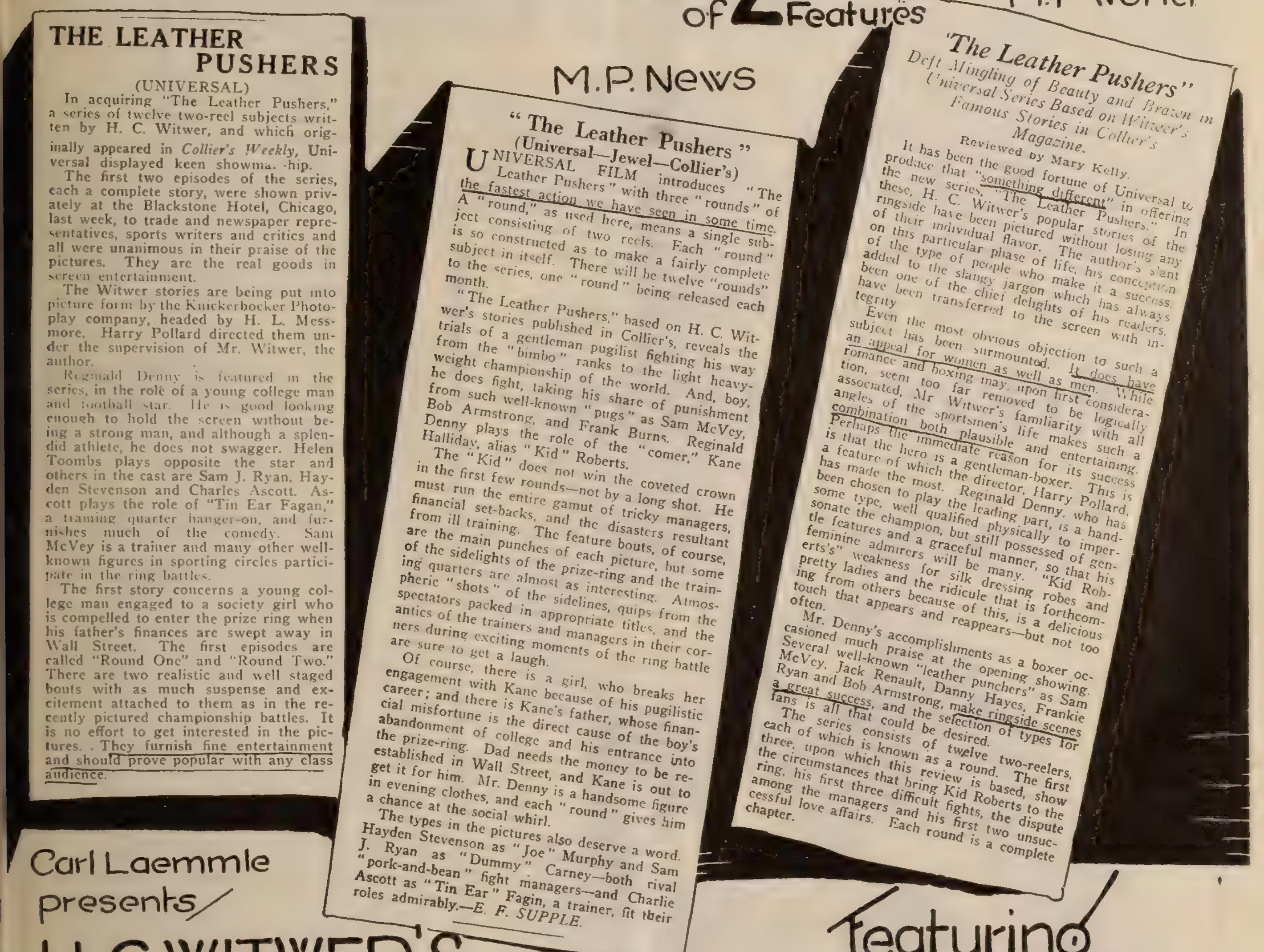
Points of Appeal.—Because the picture is understandable by the average audience, because it is a worth while series and is good for the young person to see and study and because it is away from the usual stuff.

The Cast.—Generally the leading man is a sort of fellow that you couldn't picture actually doing in real life the marvelous things he does for the scree
But Reginald Denny IS really a fighter. Or rather was, wh
he was in the World War. We know, because we met hi
Hayden Stevenson performs a dual role. He acts as Hallida
fight manager and also does some introductory stuff for the g
there. A good idea. Another good actor and one who kn
something about getting the laughs is "Tin Ear" Fagin, wh
Charlie Ascott. Sam J. Ryan plays well the part of "Dum
Carney, the rough and tumble manager. Sam McVeigh app
as one of the fighters who helps train the youthful aspiran
the belt, in the picture

The Greatest Series of Short Feature
Ever Produced in the History of the Trade

"Leather Pushers"

Series of 2 Reel Features



Ex. Herald

THE LEATHER PUSHERS

(UNIVERSAL)

In acquiring "The Leather Pushers," a series of twelve two-reel subjects written by H. C. Witwer, and which originally appeared in *Collier's Weekly*, Universal displayed keen showmanship.

The first two episodes of the series, each a complete story, were shown privately at the Blackstone Hotel, Chicago, last week, to trade and newspaper representatives, sports writers and critics and all were unanimous in their praise of the pictures. They are the real goods in screen entertainment.

The Witwer stories are being put into picture form by the Knickerbocker Photoplay company, headed by H. L. Messmore. Harry Pollard directed them under the supervision of Mr. Witwer, the author.

Reginald Denny is featured in the series, in the rolé of a young college man and football star. He is good looking enough to hold the screen without being a strong man, and although a splendid athlete, he does not swagger. Helen Toombs plays opposite the star and others in the cast are Sam J. Ryan, Hayden Stevenson and Charles Ascott. Ascott plays the role of "Tin Ear Fagan," a training quarter hanger-on, and furnishes much of the comedy. Sam McVey is a trainer and many other well-known figures in sporting circles participate in the ring battles.

The first story concerns a young college man engaged to a society girl who is compelled to enter the prize ring when his father's finances are swept away in Wall Street. The first episodes are called "Round One" and "Round Two." There are two realistic and well staged bouts with as much suspense and excitement attached to them as in the recently pictured championship battles. It is no effort to get interested in the pictures. . They furnish fine entertainment and should prove popular with any class audience.

M.P. News

"The Leather Pushers"

(Universal—Jewel—Collier's)

UNIVERSAL FILM introduces "The Leather Pushers" with three "rounds" of the fastest action we have seen in some time. A "round," as used here, means a single subject consisting of two reels. Each "round" is so constructed as to make a fairly complete subject in itself. There will be twelve "rounds" to the series, one "round" being released each month.

"The Leather Pushers," based on H. C. Witwer's stories published in Collier's, reveals the trials of a gentleman pugilist fighting his way from the "bimbo" ranks to the light heavyweight championship of the world. And, boy, he does fight, taking his share of punishment from such well-known "pugs" as Sam McVey, Bob Armstrong, and Frank Burns. Reginald Denny plays the role of the "comer," Kane Halliday, alias "Kid" Roberts.

The "Kid" does not win the coveted crown in the first few rounds—not by a long shot. He must run the entire gamut of tricky managers, financial set-backs, and the disasters resultant from ill training. The feature bouts, of course, are the main punches of each picture, but some of the sidelights of the prize-ring and the training quarters are almost as interesting. Atmospheric "shots" of the sidelines, quips from the spectators packed in appropriate titles, and the antics of the trainers and managers in their corners during exciting moments of the ring battle are sure to get a laugh.

Of course, there is a girl, who breaks her engagement with Kane because of his pugilistic career; and there is Kane's father, whose financial misfortune is the direct cause of the boy's abandonment of college and his entrance into the prize-ring. Dad needs the money to be re-established in Wall Street, and Kane is out to get it for him. Mr. Denny is a handsome figure in evening clothes, and each "round" gives him a chance at the social whirl.

The types in the pictures also deserve a word. Hayden Stevenson as "Joe" Murphy and Sam J. Ryan as "Dummy" Carney—both rival "pork-and-bean" fight managers—and Charlie Ascott as "Tin Ear" Fagin, a trainer, fit their roles admirably.—*E. F. SUPPLE.*

M.P World

"The Leather Pushers"

Deft Mingling of Beauty and Brawn in Universal Series Based on Witwer's Famous Stories in Collier's Magazine.

Reviewed by Mary Kelly.

It has been the good fortune of Universal to produce that "something different" in offering the new series, "The Leather Pushers." In these, H. C. Witwer's popular stories of the ringside have been pictured without losing any of their individual flavor. The author's slant on this particular phase of life, his conception of the type of people who make it a success, added to the slangy jargon which has always been one of the chief delights of his readers, have been transferred to the screen with integrity.

Even the most obvious objection to such a subject has been surmounted. It does have an appeal for women as well as men. While romance and boxing may, upon first consideration, seem too far removed to be logically associated, Mr Witwer's familiarity with all angles of the sportsmen's life makes such a combination both plausible and entertaining. Perhaps the immediate reason for its success is that the hero is a gentleman-boxer. This is a feature of which the director, Harry Pollard, has made the most. Reginald Denny, who has been chosen to play the leading part, is a handsome type, well qualified physically to impersonate the champion, but still possessed of gentle features and a graceful manner, so that his feminine admirers will be many. "Kid Roberts's" weakness for silk dressing robes and pretty ladies and the ridicule that is forthcoming from others because of this, is a delicious touch that appears and reappears—but not too often.

Mr. Denny's accomplishments as a boxer occasioned much praise at the opening showing. Several well-known "leather punchers" as Sam McVey, Jack Renault, Danny Hayes, Frankie Ryan and Bob Armstrong, make ringside scenes a great success, and the selection of types for fans is all that could be desired.

The series consists of twelve two-reelers, each of which is known as a round. The first three, upon which this review is based, show the circumstances that bring Kid Roberts to the ring, his first three difficult fights, the dispute among the managers and his first two unsuccessful love affairs. Each round is a complete chapter.

Carl Laemmle presents

H. C. WITWER'S

famous stories originally published in Collier's The National Weekly

Featuring
Reginald Denny
Directed by Harry Pollard

Released in 12 Smashing Knockouts of 2 Reels each

UNIVERSAL-JEWEL Collier's Series

SERVICE THAT IS SERVICE

Mr. Exhibitor: Below is shown a sample made-up Ad, similar to those appearing in the Press Sheet each week. Although Universal justly prides itself on the thorough and immediate service it renders to the Exhibitor, occasionally the Press Books are delayed. To assist the Exhibitor in making up forceful advertisements, The Moving Picture Weekly will offer a specimen made-up ad. each week. The Exhibitor will find, by combining one of the Advertising Display Lines on this page with a One- or Two-Column Scene Cut, he will have a punchful, business-building advertisement superior to the usual run of advertising material sent out by the average producer.

WRITE TO YOUR NEAREST UNIVERSAL EXCHANGE FOR A COPY OF THE PRESS BOOK ON "HEADIN' WEST." DO IT NOW!

K. P. in the Army—K. P. at Home. Such Was the "Glory of War" For Bill Perkins, the Hero of "Headin' West."

Impostor! They Called Him That—Even "She" Did. The Hero of "Headin' West" Accepted a Job as His Own Impersonator.

Do You Like THRILLS?

— SEE —

HOOT GIBSON

— IN —

"Headin' West"

HOOT GIBSON in "HEADIN' WEST" *IT'S A UNIVERSAL*

If You Went Home and Found a Gang Planning to Steal All You Owned in the World, What Would You Do? The Hero of "Headin' West" Impersonated Himself to Help the Gang Along!

LYRIC THEATRE ALL NEXT WEEK

The "Gang" Sat Around the Farmyard Plotting to Steal the Cattle. But Into Their Midst Dropped Bill Perkins From the Sky—and They Nominated Him the "Lost Heir." Did He Take the Job? See "Headin' West," the Universal Action Drama Starring Hoot Gibson.

* * *

Bill Perkins Recognized His Old Home Place from an Airplane and Off He Jumped— But With a Parachute, of Course. That is One of the Things Hoot Gibson does in Universal's "Headin' West."

* * *

He Ran Away When He Was a Kid and Came Back From "Over There" Ten Years Later. Maybe You Think the Old Place hadn't Changed a Lot! He Couldn't Prove He was the Richest Man in the Countryside, So He Peeled Potatoes in His Own Kitchen. That Was How the Hero of "Headin' West" Took His Medicine!

* * *

The Hero of "Headin' West" Dropped Into Sight Out of a Clear Sky—Via Parachute.

FOR THE HERALD

Bill Perkins started life on a great Western ranch as a dishwasher. Then he was elevated by the plotting cowboys to the rank of "missing heir," and assumed control of the outfit and first place in the race for the hand of Ann Forrest, daughter of the wealthy rancher whose property adjoined.

Then, without warning, at a big country dance, he was denounced by the gang who had raised him to his position and disgraced in the eyes of the girl. But the way Bill Perkins lifted this stigma of "impostor" from himself and won the prettiest girl in the State is what makes "Headin' West," Hoot Gibson's Universal starring vehicle, worth seeing at this theatre next ....

The Star and Story of "Headin' West"

PHOTOPLAY fans who know action dramas and virile stories of the outdoors, know and like Hoot Gibson.

The star of "Headin' West" has never appeared on the screen in a namby-pamby role. The figures he has impersonated have been men who stood on their hind legs and climbed their own fences. And that in spite of the fact that perhaps the one most prominent quality in Gibson's personality is his smile, that frank, wholesome grin that betokens his habit of straight shooting in every sense of the phrase. With that grin he could play any kind of a part.

The reason behind Gibson's choice of vehicles lies more in the fact of his early training and his personal inclinations than anything else. He was one time undisputed champion horseman of the world and the world's best rope spinner, winning several rodeos over hundreds of the West's best cowboys, among them the Pendleton, Oregon, affair in 1922, and many other rodeo and round-up competitions.

But there's something more than the athlete and horseman in Hoot Gibson, and it is as a result of this other predominating quality that his roles have always been more or less "human." His impersonations have been of figures that were more than good cowboys, nervy fighters and similar characters.

His role in "Headin' West," a Harvey Gates story directed by William Craft, is a good example of the point. He drops into a Western ranch community via parachute from an aeroplane on which he is "bumming" a ride. When he is dared to ride a horse that is unbroken, he doesn't do it successfully—he gets thrown. And he doesn't parade around in the pretentious chaps of the typical Western hero, but in a dishwasher's garb.

HOOT GIBSON
UNIVERSAL STAR

EIGHT GOOD REASONS WHY "HEADIN' WEST" WILL MAKE MONEY FOR YOU

1—Hoot Gibson's sincere manner and frank, wholesome personality and smile.

2—The standing of the star as a cowboy—world's champion since he won the gold belt at Pendleton, Oregon, in 1912, in the greatest rodeo ever staged.

3—The growing favor of the public for Louise Lorraine, fascinating little brunette leading woman of comedies, serials and Universal photodramas.

4—The "kick" for the ex-service men everywhere in the story of a man who came home from the war and couldn't get any job except as a dishwasher, and who had to fight every inch of his way.

5—The appeal for the public of a story in which the hero alternates between peeling potatoes, breaking bronchos and making love to a young feminine upstart who has had the brains polished out of her at an Eastern boarding school.

6—The fact that Gertrude Short, who was "The Littlest Rebel" on the stage for five or six years, played with Mrs. Fiske in "The Golden Fleece," with Mary Mannering in "The Money Moon," and with other famous stars, handles an important comedy role in "Headin' West."

7—The speed of the action that brings the hero into the story via airplane and parachute, and keeps up the tempo with wild horses, plotting horse thieves and other smashing elements—just the stuff that turns audiences wild.

8—The picture that many a man will laugh at, remembering his K. P. days in the army—the hero peeling potatoes, washing dishes and scrubbing.

CAST

Bill Perkins	HOOT GIBSON
Potato Polly	Gertrude Short
Mark Rivers	Charles LeMoyne
Red Malone	Jim Corey
Honey Giroux	Leo White
Ann Forest	Louise Lorraine
Barnaby Forest	George A. Williams
Stub Allen	Frank Whitson
Judge Dean	Mark Senton

AT A GLANCE

TITLE—"Headin' West."

BRAND—Universal Special Attraction.

STAR—Hoot Gibson.

PREVIOUS SUCCESSES—"Action," "The Fire Eater" and a long series of other action dramas of the North and West.

SUPPORTING CAST—Louise Lorraine, Charles LeMoyne, Gertrude Short, Jim Corey, George A. Williams, Frank Whitson and Leo White.

DIRECTED BY—William Craft.

STORY AND SCENARIO BY—Harvey Gates.

PHOTOPLAY BY—Alfred Lathem.

TIME—Shortly after the armistice.

LOCALE—The modern West.

LENGTH—4548.

Bill Perkins, war veteran, bumming his way across the country in an aeroplane without the consent of the pilots, is forced to disembark via parachute when he wants to get off at a familiar spot of the map. He lands in the midst of a cow-punchers' argument. He is given a job as a dishwasher and learns that there is a movement on foot to steal the ranch from the absent heir. He allows the men to elevate him to the job of impersonating the missing heir, and then suddenly is disgraced by having them denounce him as an impostor. Whereupon he sets to work and cultivates his family tree intensively, with the ultimate result that everybody gets a grand shock.

Get Out of That
Carl Laemmle
presents
GEORGE
WALSH
WITH
LOUISE
LORRAINE
in
UNIV

Dark Country"of Poor Business!

Come out into the light of worth-while profits. Just as surely as Stanley penetrated the jungles of Africa so will this chapter-play find its way into the hearts of your patrons. It lives up to the term **attraction** in every sense of the word. Look over these **contact points** and judge for yourself:

George Walsh's well-established reputation as a big feature star and athlete.
Louise Lorraine's beauty, charm and demonstrated ability.
The distinct educational value and absolute cleanliness of the story.
The extreme care given to preserve historical authenticity in the production.
The lure of big adventure and exploration so dear to the hearts of old and young alike.
The sure-fire exploitation aids prepared to promote the picture.

Don't procrastinate with big profits in sight. **To-day is the day to book.**

"With STANLEY IN AFRICA"

A Recreation of History's Most Dramatic Adventure

DIRECTED BY
ED KULL

See news of world in motion pictures at all leading theatres showing International News - Released by Universal Film Exchanges

6,000,000 people read this sentence every day in the Hearst newspapers

And that's the most conservative statement ever put into an advertisement headline!

The **actual circulation** of the Hearst newspapers is **six million**, and statistics show that **every newspaper bought is read by four to five people.**

Just think what that means! Twenty-five million to thirty million people are told, day after day, that all the world's big events are shown in pictures at theatres playing the International News.

Do you realize that this is one-quarter of the population of the entire country? Do you realize that the Hearst newspapers stretch from coast to coast and find their way into every corner of every state? Think for a moment what the cumulative effect of these daily messages, distributed by this vast army of circulation, will be. As showmen you are salesmen and as salesmen you must know the force of continued repetition. The very word "entertainment" will immediately make this International thought pop up in the minds of these people; every show they see will recall it; every discussion of pictures with friends will bring it to the fore.

Don't make the mistake of underestimating the nation-wide International News desire this campaign is creating. It means one of two things: You'll either book International News and **sell a lot of tickets** or you **won't book it** and so **gather a lot of complaints.**

Sign **your contract** to-day.

INTERNATIONAL NEWS

Released thru Universal

Harry Myers Will Be Robinson Crusoe

Engaged by Universal to Play Lead in Big Serial with Nobel Johnson as Friday

ALTHOUGH the scenario and production departments at Universal City have been working for more than four months on the serial, "The Adventures of Robinson Crusoe," the cast has just been definitely selected. Julius Stern, who has been so busy with the details of the opening of "Foolish Wives" that he too had to take to his bed for a few days, has just announced the cast for the latest serial of the new type. The definite selections were somewhat delayed by illness. He now announces, however, that Harry Myers, who has played with Universal fully half of his photoplay career, has been signed to play the lead, Robinson Crusoe. This selection is particularly happy, as he will endow the role with a wealth of humanness and humor. No one who saw his work in "A Connecticut Yankee in King Arthur's Court" will doubt for a moment that he will make a wonderful Crusoe.

Splendid Cast

There is only one man on the screen to play Friday, and Mr. Stern was fortunate enough to be able to sign Nobel Johnson up for Friday. Others of prominence in the cast are Gertrude Olmstead, the Elks' prize-winning beauty; Josef Swickard, who played a big role in "The Four Horsemen," and Gertrude Claire, who has just finished in an important part for "Human Hearts." As has already been announced, Robert F. Hill will direct.

To reproduce the sailing vessels which figure so prominently in the world-famous Defoe narrative, Universal is spending more money than ever expended on a similar feature in a serial before. To assure accuracy and authenticity, the producing company has authorized the construction of no less than three exact replicas of the "wind-jammers," identical in every way with those described in detail in the Defoe masterpiece. Two of these reproductions will be complete hulls in the semi-tropical waters of San Pedro and Balboa. The third, a partial duplicate of Crusoe's vessel, is being erected on the brow of a hill at Universal City and will be employed for the many cabin and close-up shots necessary for the continued feature.

The adaptation of Daniel Defoe's classic has been entrusted to the skillful pen of Anthony W. Coldeway, whose scenario for "With Stanley In Africa" is regarded as being one of the outstanding pieces of serial construction of the year. In "The Adventures of Robinson Crusoe," Coldeway employs an effective device which is bound to add to the dramatic and historical value of the forthcoming Harry Myers' vehicle. Following an introductory title, Daniel Defoe biographer of Crusoe, is shown at his work.

Thrills Galore

He dips his long quill pen into the picturesque inkhorn at his elbow and, with a flourish, writes the concluding words of the story of Crusoe's thrilling adventures. As he picks up the manuscript to read it, the scene fades out into a paragraph from the recently completed narrative: "So it was that Robinson Crusoe once more set forth upon a voyage in search of adventure." By a judicious mingling with colorful scenes from the action and excerpts from the Defoe book, an effective means is found to register on the spectator's mind a feeling of historical authenticity and verity.

International News Statistics for 1921

During 1921 International "shot," developed and viewed 1,349,268 feet of negative.

For every 1,000 feet of film used between 4,000 and 16,000 feet of negative was screened to pick the best.

There were 104 International News Issues. These contained 1,236 different subjects.

19,788,880 feet of positive was used. This was 3,746 miles of positive film—more than enough to reach from New York to London.

This positive went on 19,878 reels. These reels if laid flat side by side would cover 3.13 miles—would make an unbroken line straight across Manhattan from the Hudson to the East River.

These reels placed one atop the other, would extend 3,002 feet—three times the height of the world's tallest structure—the Eiffel Tower at Paris.

Sixteen frames to a foot of film. There were 316,462,080 frames in International News. More than enough to present 3 frames to every man, woman and child in the U. S.

OLD TIMER AIDS UNIVERSAL

THAT motion picture production has advanced considerably in the past season is most apparent in the rapid strides taken in the filming of serials. Accuracy and authenticity, coupled with historical atmosphere seem to be the slogan animating the makers of chaptered photoplays. A further forward step, that of intelligent and co-operative exploitation, publicizing and advertising in regard to "continued features," was made recently by Universal in connection with its new thrills-from-history serial, "In the Days of Buffalo Bill."

L. O. Leonard, author of "The First Fifty Years of the Union Pacific" and Chief Historian of the U. P. R. R., who came to New York from Omaha at the request of Frederick J. McConnell, Universal's serial exploitation manager, was the guest of honor at an informal dinner last Tuesday night at Giolito's. Following the dinner, the entire party, consisting of the advertising, exploitation and publicity departments of Universal, convened in the projection room at the "U" Home Office to listen to an illuminative discourse by Mr. Leonard.

Interesting side-lights on Indian fights, methods of early train robbers, the driving of the last spike with its attendant celebration, including the christening of two locomotives with magnums of champagne, the valuable assistance given the U. P. by Brigham Young, which amounted to a saving of more than ten years, and many colorful incidents of frontier life, were told in detail by Mr. Leonard. The assistance rendered by Mr. Leonard is but part of the extensive co-operation extended Universal by officials of the Union Pacific R. R. Complete access to a wealth of informative data, the use of much of the original U. P. equipment, consisting of flat-cars, locomotives, box-cars and coaches employed in 1870, and carte-blanche in referring to the archives of the comprehensive Union Pacific museum and library are but a few of the courtesies extended the film company by the railroad executives.

Leonard, one of the original engineers who helped to blaze the iron trail across the continent, has made a minute search of all his official data, has interviewed during the past half-century virtually every person connected

(*Continued on page* 38)

Every One

See your
Universal
Exchange
at once
for full
details

UNIVERSAL
JEWEL

Proven Box-office Winner!

"The Virgin of Stamboul"

"Outside the Law"

"Reputation"

HERE are three big proven box-office successes—three great Jewels that have cleaned up at thousands of theatres and will continue to make money long after so-called specials from unknown producers will be gathering in nothing but the dust of vaults.

WHEN you show these Priscilla Dean hits you cash in on the millions of dollars' worth of advertising and exploitation used all over the country. Every one of your patrons has heard of these three wonderful productions and all you have to do to gather in a crowd and some really worth-while profits is to let them know that you're showing these Jewels.

AND tack this away in your hat—if you haven't played a picture, it's as good as new to your house and your folks. So, get busy—see your Universal exchange at once.

Dean Hits!

A Sure Remedy for a Sick Box Office

Says –
W. H. Weber
Echo Theatre
Great Bend Kas –

" 'Winners of the West' is without a doubt the best serial that I have ever run. It is a serial that pleases the old and the young alike, and I was agreeably surprised to see how our local schools get behind it. I am now on the fifth episode of this serial, and am breaking all records. My advice to all exhibitors who have not already booked it is to do so without delay, as it is a sure remedy for a sick box-office."

Carl Laemmle
presents

ART ACORD
in

"WINNERS of the WEST"

Directed by Edward Laemmle

UNIVERSAL'S
Red-Blooded
American History
Chapter-Play

Frank Mayo Comes East For Month's Vacation

Universal Star Returns to New York after Absence of More than 5 Years

TYING up with the title of his recently-completed Special Attraction, "The Way Back," Frank Mayo managed to persuade Universal officials to grant him a short vacation and returned to New York City after an absence of more than five years. His arrival Wednesday dispelled several unfounded rumors to the effect that he and his wife, Dagmar Godowsky, were suffering from *incompatibilititis*. Mr. and Mrs. Mayo are stopping at the Hotel Ansonia.

Mayo has been working steadily for the past season and is sufficiently ahead of his release schedule to permit him to take a six-week's vacation. It is his intention to spend most of his spare time in viewing Broadway's 1922 theatrical offerings that he may incorporate into his forthcoming motion pictures the very latest developments in dramatic construction. Always a diligent student of the drama, Mayo has been handicapped in his sojourn at Universal City by the dearth of legitimate houses in Los Angeles and the consequent paucity of first-class theatrical productions.

Forthcoming Vehicles

Upon his return to the Coast, Mayo will immediately commence production on "The Altar Stairs," a South Seas romance by G. B. Lancaster, the noted British novelist. Following that, he will film a virile narrative of the timber country, "Out of the Silent North," by Harry Drago and Joseph Noel. The latter novel is soon to be published in book form by Century and is regarded by Universal officials as being the most gripping vehicle ever screened.

Frank Mayo, Universal Star, in New York City on Vacation.

U. P. R. R. Relics Used in New Universal Serial

THE Union Pacific Railroad has offered to furnish for the Universal historical serial, "In the Days of Buffalo Bill," approximately four hundred small instruments and articles, ranging in nature from a spike to a surveying instrument, of the type used in the building of the U. P. transcontinental line, the first steel tie between the East and the West.

Extensive Co-operation

Some of them will be those actually used in the historic enterprise. All along the line, to every station and division headquarters, a wire has been sent calling on agents and other employees to dig up the relics. Dusty closets and warehouses are being raided and the antiquated paraphernalia of railroad building exhumed.

Powerful Cast

Veracity in the filming of historical facts and accuracy in the presentation of proper atmosphere are the chief aims of Edward Laemmle, who is directing this universalization of 1870 history. Art Acord is the star of the chapter play and Dorothy Wood, Chief Lightheart, Duke R. Lee and others support him in the delineation of famous characters.

Why not play to gu

Carl Laemmle

offers

Dorothy Rudolph

Phillips *and* Valentino

in the greatest mother-love picture of the generation

"Once to Every Woman"

VON STROHEIM'S

"BLIND HUSBANDS"

One of the biggest money makers ever produced

"THE DEVIL' PASSKEY"

A powerful dramati box-office attraction

uranteed crowds ——and profits?

The biggest and most talked about picture in the world to-day is von Stroheim's "FOOLISH WIVES." Cash in on von Stroheim and all the wonderful nation-wide publicity that this million-dollar picture has occasioned by showing your patrons his two great former successes—"Blind Hubands" and "The Devil's Passkey." They are truly splendid pictures, bound to please your audiences and keep them keyed up for von Stroheim's latest one. Get busy at once—now—to-day!

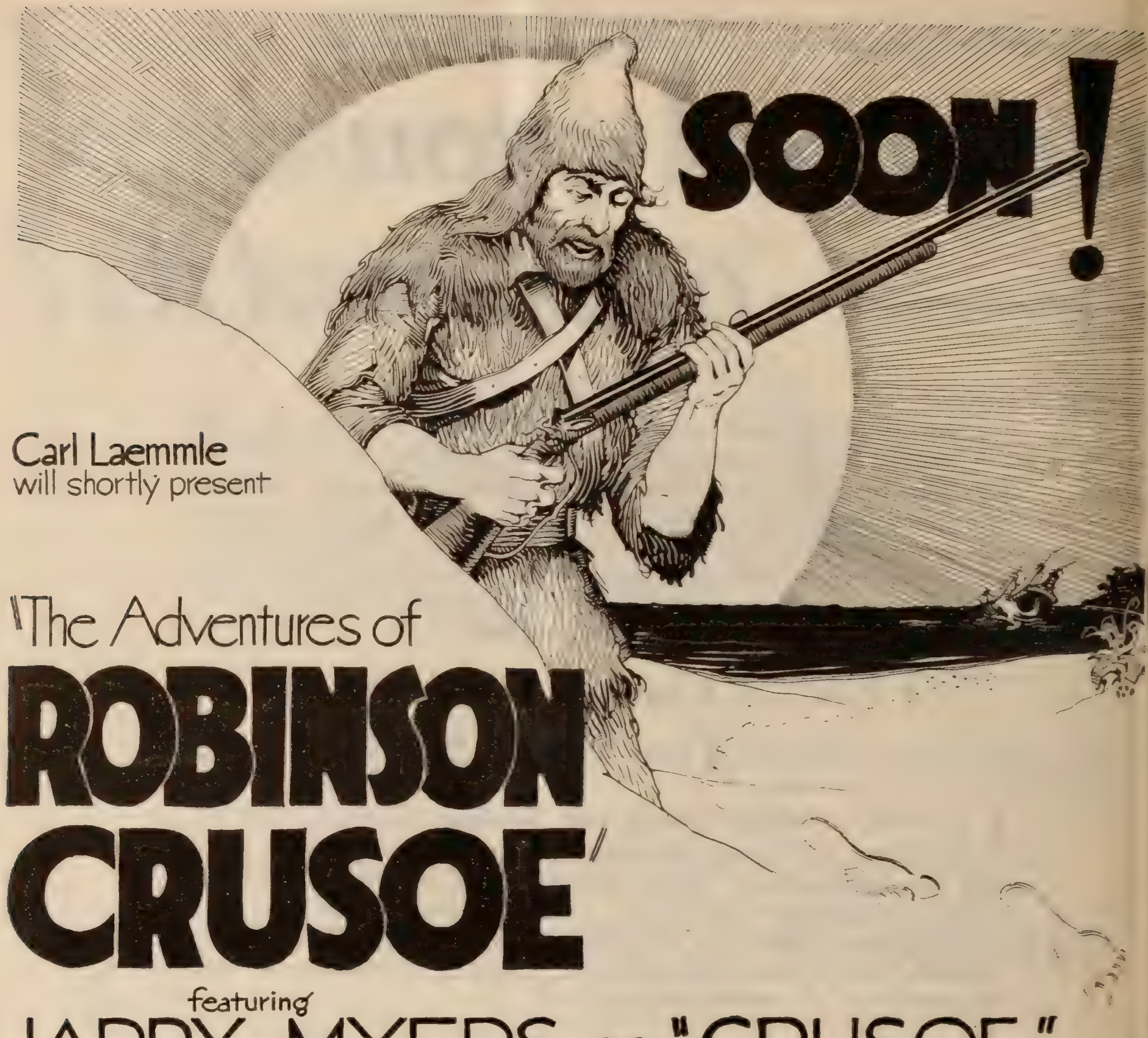
A Grand Chance to Clean Up with Two Great Stars

Dorothy Phillips plays the leading woman role in "Once to Every Woman." She has starred in such big productions as "Man, Woman and Marriage," "The Right to Happiness" and a score of others. Playing the male lead you will find RUDOLPH VALENTINO, featured in "The Sheik," "Camille" and a dozen other pictures. Clean up with these—in this, the greatest of all mother-love stories.

Be a Smart Showman---Cash in Right Now on Von Stroheim

Play to sure, certain houses and receipts. Don't take chances on unknown productions from fly-by-night producers when you can cash in with big, success-proven pictures. When you play the three pictures listed on the opposite page, you will have the benefit of millions of dollars' worth of publicity and advertising spent in making their names household words.

UNIVERSAL-JEWELS



Carl Laemmle
will shortly present

"The Adventures of
ROBINSON CRUSOE"

featuring

HARRY MYERS as "CRUSOE"

and Noble Johnson as "Man Friday"
supported by an
ALL-STAR CAST
including Gertrude Olmstead, Josef
Swickard and Gertrude Claire.......

PRODUCED AS ONLY UNIVERSAL CAN
PRODUCE A CHAPTER PLAY

Directed by Rob't Hill

UNITED FEATURES SYNDICATE HELPS PUBLICIZE "THE LEATHER PUSHERS"

Universal-Jewel-Colliers Series Receiving Nationwide Publicity by Means of Newspapers, Book and Magazine---"U" Reports Heavy Bookings on Film Version of Witwer Stories --- Pollard Completes "Round 5"

THROUGH the instrumentality of the United Features Syndicate, "The Leather Pushers," the Universal-Jewel-Colliers series of H. C. Witwer's ring stories produced by H. L. Messmore, will receive nation-wide publicity in the leading newspapers of the country. Already eleven of the important dailies in the key cities of the U. S. have arranged to publish the twenty "rounds" of the squared-circle narratives in their pages.

The series first received national publicity in the pages of Colliers, wherein it was featured as being the outstanding literary effort of 1921-1922. Immediately following its release by Colliers, "The Leather Pushers" was published in book form by G. P. Putnam and Sons. Arrangements have been completed between Universal and Grossett & Dunlap to re-issue the Witwer stories in a popular-priced edition, illustrated with "still" pictures taken directly from the film itself.

Public Interest

This quadruple publicizing of the Universal-Jewel-Colliers series constitutes a record in co-operative exploitation and is an achievement from which exhibitors will derive great benefit. That theatre-owners realize the advantages to be gained from this comprehensive publicity is evidenced by the encouraging bookings announced by Universal exchanges on the series throughout the country. Exhibitors, Universal reports, enthusing over the novelty and excellence of "The Leather Pushers," express unlimited confidence in the series' ability to hasten the long-awaited revival of public interest in motion pictures. The Universal-Jewel-Colliers series, they say, will bring their attendance up and will go far in adding to the prestige of "short features" of the highest class.

Some of the newspapers which have obtained exclusive rights in their cities to story rights of "The Leather Pushers" are: "The New York Evening Telegram," "Chicago Daily News," "Philadelphia Record," "Boston Post," Montreal Star," "Washington Post," "Omaha News," "Berkeley Gazette," "McKeesport Sunday Record" and "Grand Island Independent." The series is released to newspapers by the United Features Syndicate in twenty installments of two thousands words each. As each issue is complete in itself, the series can be run every Sunday, daily, or two or more times a week.

"Round 5" has just been completed by Harry Pollard, who is directing the series. Reginald Denny, the star, will be supported by Norma Schearer, co-star of "The Stealers," "The Man Who Paid," "The Trail of the Law" and "Channing of the Northwest." Hayden Stevenson, Sam Ryan, Charles Ascott and a host of pugilistic celebrities add to the excellence of the very capable cast.

Unusual Merit

"The Leather Pushers" is of such unusual merit that Universal has been able to book these "short features" in the highest class houses in the United States. Among those theatres which have been fortunate enough to book the series are: Asher's "Roosevelt," Chicago; Botzum Brothers' "Orpheum," Akron; J. H. Neeler's "Columbia," Norfolk; "Strand," Pittsburg; Asher's "Capitol," Cincinnati; "Poli's," Meriden; Asher's "Merrill," Milwaukee; "Strand," Fort Dodge, Ia.; "Amuzu," Big Stone Gap, Va.; "Strand," Norton, Va.; "Princess," St. Charles, Va.; "Strand," New Kensington, Pa.; "Lyric," Shenandoah, Pa.; "Brown & Anderson," Boone, Ia., and many others.

What Ralph Davis, Critic of the "Pittsburg Press" Says About "The Leather Pushers"

Up at the Universal Film Exchange on Forbes Street the other afternoon I witnessed an advance show of a new series to be released next week, called "The Leather Pushers."

The films are of H. C. Witwer's stories which have been running for some time in Collier's Weekly, and have to do with the fortune of a young college football hero, whose father loses his business, and who takes to the professional prize ring to make a living.

There is a real plot running through the pictures, and in each two-reel release there is a bona-fide ring scrap, which is about the most realistic thing of the kind ever photographed.

My prediction is that these pictures will be shown in many local houses, and that they will make a decided hit with movie fans who like real action in an athletic way.

* * *

PREVOST CAST PICKED FOR "KISSED"

THE entire cast has been chosen for Marie Prevost's new story, "Kissed," which has just been started at Universal City. Frank Glendon and Lloyd Whitlock carry the two male leads. Lillian Langdon plays the part of the star's mother, while others included in the cast are Arthur Hoyt, Harold Miller, Marie Crisp, Harold Goodwin and Percy Challenger.

The story, written by Arthur Somers Roche, concerns a romantic young person who gets the surprise of her life one night when a man grabs her in a dark hallway and implants on her unsuspecting lips a kiss which she cannot forget. She is surrounded with suitors, but none of them interests her and always remembering the kiss

(Continued on page 38.)

CURRENT RELEASES

Special Attractions

Starring

HERBERT RAWLINSON

"The Millionaire"
"Cheated Hearts"
"The Scrapper"

◆

Starring

FRANK MAYO

"Dr. Jim"
"Across the Deadline"

◆

Starring

HOOT GIBSON

"Red Courage"
"Sure Fire"
"The Fire Eater"
"Headin' West"

◆

Starring

GLADYS WALTON

"High Heels"
"Playing With Fire"
"The Guttersnipe"

◆

Starring

MARIE PREVOST

"Nobody's Fool"
"A Parisian Scandal"
"Don't Get Personal"

◆

Starring

MISS duPONT

"The Rage of Paris"
"False Kisses"
"Shattered Dreams"

JEWELS

◆

PRISCILLA DEAN

"Conflict"

◆

"No Woman Knows"
(With Mabel Julienne Scott)

◆

"P. D. Q." (Two Reels)

◆

HARRY CAREY

"The Fox"

◆

JOE MARTIN

(Two Reels)
"A Monkey Schoolmaster"

Two Reel Releases

EILEEN SEDGWICK

"The Dream Girl"
"A Battle of Wits"

◆

JACK PERRIN

"A Bluejacket's Honor"
"The Phantom Terror"

◆

SPECIAL CAST

"Captain Kidd's Finish"
"The Night Attack"
"The Room of Death"
"The Open Wire"
"Fighting Back"

◆

ART ACORD

"Fair Fighting"
"The Ranger's Reward"

◆

REGINALD DENNY

"The Leather Pushers" Series

◆

"Cyclone Smith" Series

EDDIE POLO

"A Battle Against Odds"
"Square-Deal Cyclone"
"The Yellow Streak"
"The Heritage of Hate"
"Cyclone Smith's Vow"
"A Ride For a Rancho"

Serials

Starring

HARRY MYERS

"The Adventures of Robinson Crusoe"

◆

Starring

GEORGE WALSH

"With Stanley In Africa"

◆

Starring

EDDIE POLO

"King of the Circus"
"Do or Die"
"The Secret Four"

◆

Starring

EILEEN SEDGWICK

"Terror Trail"

◆

Starring

ART ACORD

"The White Horseman"
"Winners of the West"

◆

Two Reel Century Comedies

"The Dumb-bell"
"Shipwrecked Among Animals"
"The Straphanger"
"An Idle Roomer"
"Circus Clowns"
"The Touchdown"
"Horse Sense"
"Little Miss Mischief"

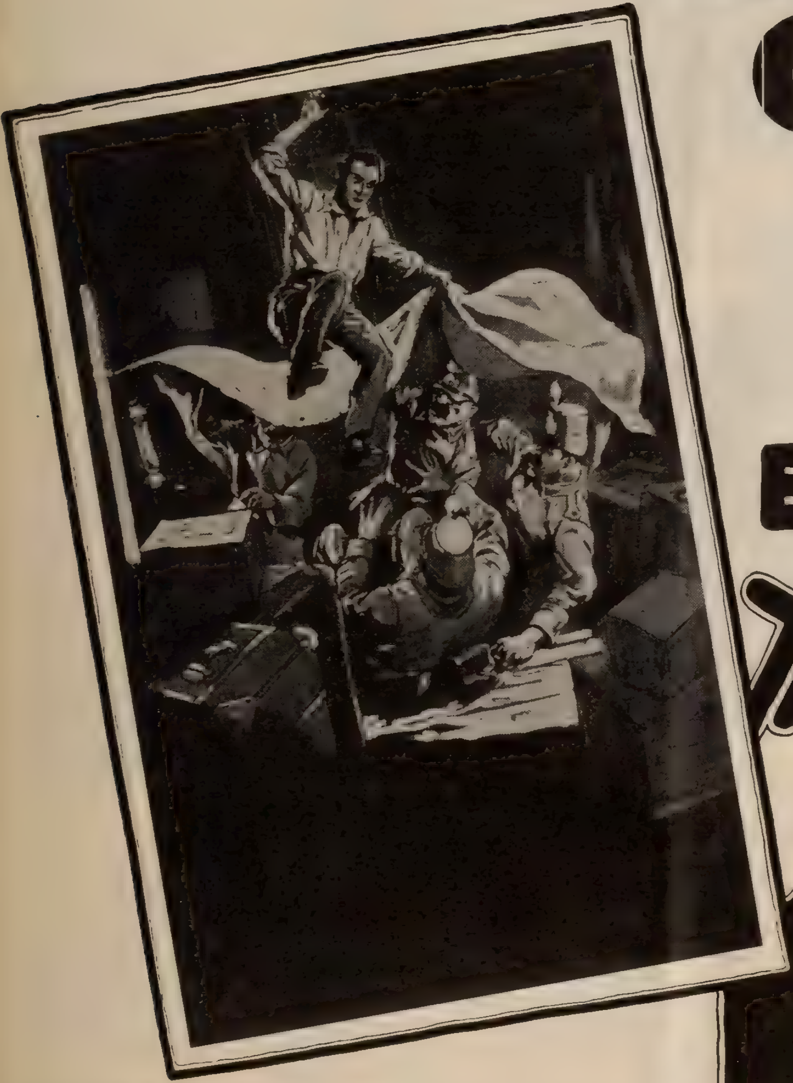
◆

One Reel Star Comedies

"Oh, Nursie!"
"Fur Coats and Pants"
"Westward Whoa!"
"Almost A Rancher"
"Penny Ante"
"The News Maker"
"A Fake Quake"
"Watch Your Wallet"

INTERNATIONAL NEWS TWICE-A WEEK

Big Action Paper For Every Episode Keeps 'em Coming!



Stop-look-and-remember posters—that's the kind Universal has prepared for each chapter of this serial. Use them! Each one will start a new trail to your theatre.

EDDIE POLO

IN

The SECRET 4

UNIVERSAL'S
FULL-OF-ACTION
CHAPTER-PLAY
DIRECTED BY AL RUSSELL AND PERRY VEKROFF

Universal Buys "Under Two Flags"

Secures Famous Ouida Story for Tremendous Jewel in which Priscilla Dean will be Starred

AFTER spirited competition and negotiations extending over several months, John C. Brownell, Eastern scenario editor of the Universal, has just purchased the screen rights to "Under Two Flags," by Ouida. No story by this popular and prolific author is better known, and "Under Two Flags" has the great advantage of being known all over the world as well as in America. Mr. Brownell's negotiations were conducted through Bory Osso, who is the American representative of the English firm of Chatto & Windus. They, in turn, are the English representatives of the Ouida estate.

Dynamic Role

Ever since Priscilla Dean realized what a "role" meant, she has been interested in the character of *Cigarette*, the heroine in "Under Two Flags." Conversely, ever since Universal realized what Priscilla Dean could do in a part like "The Wildcat of Paris," they have had in mind just such a role as *Cigarette* for Miss Dean. It is a delightful combination of spitfire, ingenuousness, eccentricity and dramatic intensity. Belasco saw infinite possibilities in "Under Two Flags" and when he presented it in 1901 with Blanche Bates and Maclyn Arbuckle in the principle roles it was one of the dramatic novelties and biggest successes of the season. In addition to having played on the stage of every nation under the sun, the book has gone through a tremendous number of editions and been published in almost every language and is now more popular than ever.

Original Portrait of Priscilla Dean by Segura, Celebrated Spanish Artist.

Universal intends to make a production of "Under Two Flags" for Miss Dean which will far outshadow any Jewel picture in which she has heretofore played. It is too early to announce just when she will begin the production, because the has two productions already virtually finished—"Wild Honey," the Cynthia Stockley novel which was directed by Wesley Ruggles—will be shipped from the Coast this week, and "That Lass o' Lowries," the novel by Mrs. Frances Hodgson Burnett, will be completed at Universal City within the next two or three weeks.

Proper Atmosphere

Both of these gripping productions will be released before Spring, but it is quite possible that "Under Two Flags" will occupy all of the time between now and Fall in the making. No expense or difficulty in the creation of atmosphere and proper backgrounds will be omitted in the Jewel production of "Under Two Flags."

Convict's Film, "Peterman", Completed

"PETERMAN," the first screen classic from the pen of America's prisoner-author, Louis Victor Eytinge, is on its way to the public as a Universal special attraction. It has just been completed at Universal City, with Herbert Rawlinson as the star of the story under the direction of Tod Browning.

Vivid Narrative

"Peterman," which means safe-blower in the patois of the underworld, is the narrative of a man who was barred and branded because of the crimes he was supposed to have committed, and who came back to the top by protecting his own victims from other crooks in a thrilling coup. A more powerful title will be given the production.

Herbert Rawlinson has gained much of his popularity in photodramas of the crook type. Tod Browning, was the man who wrote and directed "Outside the Law," one of the greatest underworld stories ever filmed. The combination of the talents of these two promises a great deal for this Universal picture, said to be Rawlinson's best.

Author's Career

The writer, Eytinge, has passed about fifteen years of his life in penitentiaries on various charges and knows the under stratum better than it could ever be known from mere observation. He is the leading honor prisoner of the Arizona State institution, going about freely and running a prosperous advertising business which has given him a standing with every ad. club in the world.

What Theatre Owners Are Doing

EXHIBITORS: Please let us know what you are doing—we are interested, and our readers are interested, in hearing about any innovations, improvements or renovations you make in your house. If you "pull" any original exploitation stunts, devise any striking lobbies, or originate any effective ballyhoos, SEND IN PHOTOS OF THEM! You will be given full credit and your ideas may help some other exhibitor, and his will help you. Address all communications to "THE CHAT PAGE," Care of THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

EXHIBITOR PRAISES SERIAL

Mr. Baltimore, Strand Theatre, New Castle, Pa., is another enthusiastic exhibitor who is not afraid to say that "Winners of the West" is the best serial he has ever played in his house. Not only in view of its being popular, but as a money-maker for any exhibitor who puts it over properly. This is easy with all the exploitation aids given to exhibitors absolutely free, he maintains.

EXHIBITOR ASSASSINATED IN PRESENCE OF FAMILY

News of the sudden death of Morris Lee, Manager of the Strand Theatre, Covington, Ky., came as a shock to his host of friends in the film industry, last Monday. Mr. Lee, who has always been prominent in all things which served to elevate and better the industry at large, came to his untimely death at the hands of an unknown assassin on Sunday evening, January 22d, 1922. Mr. Lee was returning home from the theatre, accompanied by his mother, father and two sisters. His many friends and acquaintances extend their heartfelt sympathy to the bereaved family.

RUN EPISODE FULL WEEK

Jake and Ike Silverman of the Strand Theatre, Altoona, Pa., were so well pleased with the results of their first serial, "Winners of the West," that they signed a contract last week for "With Stanley In Africa," to follow the first named. They said they would run the first episode one full week, and each succeeding episode three days each, as they did formerly. The serial business is quite new to these two live wires, but they were quick to recognize the wonderful possibilities in these historical continued features.

UNIVERSAL REPRESENTED IN THREE FIRST-RUN THEATRES

Universal Film Exchanges, Inc., were represented in three first run theatres in Cincinnati the week of January 29th, 1922: "Conflict," Priscilla Dean's newest offering, in which Miss Dean has set another mark in emotional acting, opened the Strand Theatre; "No Woman Knows," Universal-Jewel production from the book "Fanny Herself," featuring Mabel Julienne Scott, opened the Lyric Theatre, Cincinnati; Herbert Rawlinson in "The Scrapper," the star's latest picture for Universal, was shown at the Alhambra Theatre, Cincinnati.

CONFINED TO HOSPITAL

Manager Lambiotto of the Temple Theatre Mishawaka, Ind., is confined to the hospital, seriously indisposed.

ADVISES THEATRE OWNERS

Chas. Kosco of the Broackwayville Theatre, Broackwayville, Pa., says "Winners of the West" was the most popular serial he ever ran in his house. He further declared that any exhibitor who could not make money on this chapter-play had better stop running a theatre.

"Exhibitors I Have Known"

Drawn from Life by a Film Salesman Who Prefers to Remain Anonymous

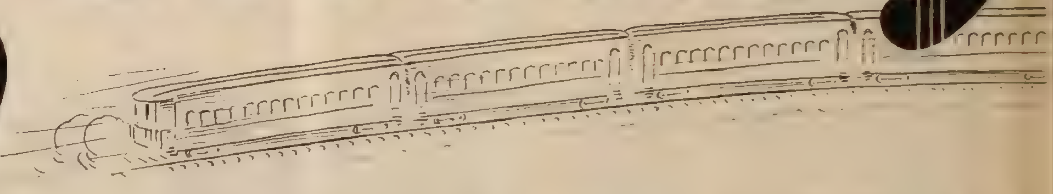
Nothing but a
Sweet Love Story
will do this one.

The Guy that wants
always the Funniest
comedies.

This Mean Man
Books Nothing
but Real Rough
Westerns.

Yassuh, somethin
educational.

Century

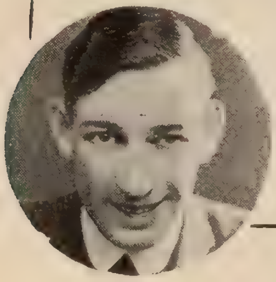


LEE MORAN

Variety in laughter—that's the Century motto. As the latest in styles comes from Paris, so the latest in laughter comes from Century. Lee created a laughter style distinctly his own, so Century immediately got him. He's a riot of fun in

"THE STRAPHANGER"
A subway comedy that will make your audiences rumble with merriment.

"THE TOUCHDOWN"
A mad scramble of hilarity right from the kick-off.



Forthcoming pictures:
- "UPPER AND LOWER"
- "PARLOR, BEDROOM AND CELLAR"

BABY PEGGY

Distinctiveness is this young star's middle name. A two-and-a-half-year-old baby with the histrionic ability of a Bernhardt and a sense of humor as keen as a razor blade is certainly different enough for the most ardent of novelty seekers. She's packing 'em in with

- "SEA SHORE SHAPES"
- "A MUDDY BRIDE"
- "GET-RICH-QUICK PEGGY"

Forthcoming Pictures:
- "LITTLE MISS MISCHIEF"
- "PEGGY BEHAVE"

HARRY SWEET

Comedy character creations of the "bone-head" type are Harry's specialty—creations that ring the bell of realism and stand out like a signpost against the sky. Sweet profits are coming to exhibitors from

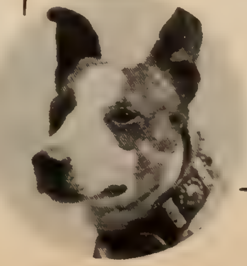
- "MAMMA'S COWPUNCHER"
- "PLAYING 'POSSUM"
- "THE DUMB BELL"
- "SHIPWRECKED AMONG ANIMALS"

Forthcoming Pictures:
- "HORSE SENSE"
- "A ONE-HORSE TOWN"
- "TWO OF A KIND"

BROWNIE

A dog with super-human intelligence, that's Brownie. He has starred or co-starred in twenty-five productions and has never had a failure. Every wag of his tail starts a laugh wave surging through an audience, every new doggy trick touches off a mirthquake. Book him in

- "BROWNIE'S LITTLE VENUS"
- "BROWNIE'S BABY DOLL"
- "CHUMS"
- "GOLFING"



Forthcoming Pictures:
- "MUTTS"
- "TABLE STEAKS"

Comedies

Released through UNIVERSAL

The Century Limited
Travels the Road of Fun

Engineer, DAVE BADER

Vol. I FEBRUARY 11, 1922 No. 5

ONCE MORE FRITZ TIDDEN HIGHLY COMMENDS BROWNIE AND BABY PEGGY

Popular "Moving Picture World" Critic Gives Unstinted Credit To Our Stars

Fritz Tidden, famous for his terse criticisms in the Moving Picture World, steps forward once more and hits the bulls-eye so hard that we're still looking for the pieces. He tells the "World"—and its multitude of exhibitor readers—that "Chums" is all to the candy, and here's his write-up, word for word:

"There are so few short products distributed that have exactly the same high entertainment value for both children and grown-ups, that 'Chums' should be regarded as an event. It is a two-reel Century Comedy, featuring Baby Peggy and Brownie, the wonder dog, and provides some of the most delightful humor that has been seen in this sort of production in some time. The plot is so designed that the comedy seems natural and unforced and many of the situations with the remarkable dog and little star, who in this picture plays the role of a boy, are ingeniously contrived. But the chief feature of the comedy is the fact of its being suitable for a youthful or adult audience."

We're mighty glad that such a critic as Mr. Tidden commends "Chums," for it proves that we're making the kind of comedies showmen are proud to show their patrons.

CLEVELAND — WE APOLOGIZE TO YOU!

Next week—or possibly at the very latest—the following week, we intend to give the "standing of the clubs in the Century Comedies-Special Attractions League" compilation for December. On account of Century Comedy Week reports coming in we had to delay it somewhat, but we're rounding out the compilation at top speed.

We have an apology to offer—and it goes to Cleveland. In our last report we gave the standing of all the Exchanges, but the printer erroneously failed to print Cleveland. It was a good one—something like 85 per cent., and we want to say that we're sorry this accident happened.

We'll bet Cleveland shows a healthy increase, so when we print our next one, we want you all to look for it.

OUR OWN PHILOSOPHER SPEAKS

A famous writer once said: "Incompetence is due almost entirely to lack of information—not lack of ability."

This goes for theatre-owners, managers, salesmen and every one else. We feel this famous writer—we forget his name—was absolutely correct in his statement, and so we say: "Get all the information you can—and never be afraid to listen. Be a listening-post more often than a talking-machine."

* * * *

"Success in business is like climbing a greased pole—you must always reach for a grip higher up." True—ain't it?

* * * *

"When there is half enough for you and your competitors, you'll get yours when you go after it *twice* as *hard* as your rival." *Get that?* Well then, go to it!

PRICE GETS PRICE AND FURST COMES IN FIRST

The Big "U" Century Comedy Week contest drew to a most successful close and much as we'd like to mention every one of the participating salesmen's names—for they all showed wonderful results—we haven't got all the room we'd like to have. So we'll just let you know that Ben Price got the price for getting the highest prices for his products—and Harry Furst came in first with the largest amount of contracts for entire Century Comedy Week.

They sure live up to their names—don't they?

UNFAITHFUL TO TRUST, HIS PLOT IS REVEALED

"Fighting Back"

Two-reel Western

MADGE DYER, entrusted when a baby to the care of Jim Mitchell by her father, is persecuted and made a drudge of by Jim's daughter Lucy, despite the pleas of Lucy's cousin, Ralph. Madge's father, Matt Dyer, strikes it rich and sends "Honest" Henley, his foreman, to find his daughter and bring her to him before he dies as a result of a mine disaster.

Mitchell, plotting to defraud Madge of her inheritance, passes off his own daughter, Lucy, as Madge. A little boy whom Madge has befriended, overhears the plot and tells Henley. Henley, Madge and Ralph pursue Jim and Lucy to Matt's, arriving just as he is signing away Madge's fortune to Lucy. Matt recovers sufficiently to beat up Jim, embrace his daughter and welcome his future son-in-law.

PAPA CAN'T "SHAKE" PERSISTENT SUITOR

"Horse Sense"

Starring **HARRY SWEET**

OSCAR, Harry's trained horse calls his master; in fact, pushes him from a sound sleep, and with a great deal of trouble Harry soon has his horse ready for his daily visit to his sweetheart, who happens to live just across the street. But Harry doesn't mind such a thing. Mary is worth all this trouble.

But Mary's father doesn't want "dumb-bell Harry" calling on his daughter, and so he takes her away. He puts her aboard a ship bound for a foreign port, but Harry can't be kept down. So before the ship leaves Harry is a passenger.

The captain and first mate chase Harry all over the boat, but he is just like a fly. First he is here, then he is there, and when the ship arrives at its destination Harry takes his girl and gets rid of his chasers.

"IT'S A CENTURY."

NOVEL RUSE TRICKS SLEEPY CAT-HATERS

"Little Miss Mischief"

Starring **BABY PEGGY**

BABY PEGGY is continually up to some form of mischief. She can't be controlled; and eternally keeps the butler and maid and her parents on the jump chasing her,

But one day a new little brother comes into the family, and jealously she runs away from home.

So after weary traveling she comes across a junk dealer, and he forces the little girl to work for him. He sends her out into the night and warns her not to return until she has her little wagon filled with junk. Determined not to fail, she stands in a yard and imitates a cat with continuous meowing. People from near-by houses throw stuff at her, and it is not long before she fills her little wagon with junk.

In the end she runs away and returns home, happier and dirtier, to be welcomed by her proud parents.

"IT'S A CENTURY."

EPOCHAL FILM MEMORIAL OF DEAD POPE PRESENTED

International News No. 7

International News Presents Epochal Film Memorial of His Holiness Pope Benedict XV.

Hampton Roads.—Uncle Sam's new "violin" halts speeding aeroplanes.

East Anglia, Eng.—Champion dogs in exciting contest. Waterloo cup coursing events bring out the speediest hounds in Britain.

New Orleans, La.—Six injured in building collapse. Three-story structure tumbles as wall buckles.

New York City.—Poiret's first fashion suggestions for 1922. Famous French designer's newest creations for American women lovely as ever—but a bit more subdued.

Mexia, Texas.—Guardsmen halt attempt to revive "Wild West." Mexia gambling and dancing resorts closed by troops on Governor's orders.

Boston, Mass.—Stars aid great ball for stage workers. Fred Stone and Miss Patti Harold lead luminaries in grand march at dance for sick fund.

Washington, D. C.—President sees France honor U. S. captain. Attends presentation of Legion of Honor Medal to Fred Kochil by Ambassador Jusserand.

Moscow, Russia.—Speedy aero-sleds for Soviet Army. Russian fighters equipped with "snow flivvers" for scout duty.

CARDINALS CONVENE TO SELECT NEXT PONTIFF

International News, No. 8

Rome, Italy.—Cardinals assemble to name new pope as Benedict's successor.

Chicago, Ill.—Hosts of skaters in gay masquerade ball.

In the Public Eye.—President Harding attends big conference of farmers.

Dublin, Ireland.—Clearing the Irish battlefield.

Stockton, Cal.—New baby tractors do Herculean tasks.

Croydon Airdrome, England.—Piggies skipped across Channel by airplane.

Bridgeport, Conn.—Huge new submarine on speedy trial runs. The S-49 makes fine showing in first tests for Uncle Sam.

San Antonio, Texas.—Cowboys in exciting rodeo contest.

Miami Beach, Fla.—Winter meets lure polo players south.

Tad Cartoon.

"OLD-TIMER" AIDS "U"

(*Continued from page* 23)

with pioneer history. His usefulness to Universal is considerably enhanced by the fact that he was a close friend of the late Col. William F. Cody (Buffalo Bill) and was an active participant in many of the noted scout's most thrilling exploits.

Added interest was given Mr. Leonard's talk by a large and interesting collection of original photographs which were explained in detail by the speaker. These contained views of the early efforts made by the U. P. to span the continent and an unusually complete assortment of portraits of important personages significant in this country's development. These photographs and stenographic reports on the lecture were immediately sent out to Universal City to assist in adding verisimilitude to the costumes, properties and individuals' make-up in the production of "In the Days of Buffalo Bill."

PREVOST CAST PICKED

(*Continued from page* 31.)

which she had received so unexpectedly she makes up her mind that she is going to locate the "kisser."

One by one she tries out the suitors who so diligently pursue her and while many of them are quite apt at the art of love-making, none qualify as "the kisser."

The brunette star of Universal has one of the best roles of her career in this unique comedy-drama and should serve as an inspiration for the numerous suitors whom she allows to kiss her. The plot has an entirely new twist and the manner in which the little heroine locates the "kisser" affords many laughs.

King Baggot is the director. He has just finished "Human Hearts," a Universal-Jewel production of Hal Reid's famous play. He also directed "Moonlight Follies" and "Nobody's Fool," Miss Prevost's first Universal features.

UNIVERSAL SHORT STUFF

"Everybody likes action and Universal Short Stuff has more of it to the foot than any other service I know of." A. L. Middleton, Mgr.,
Grand Theatre, DeQueen, Ark.

COMEDY

Two-Reel Centuries

LEE MORAN in
"The Straphanger"
"The Touchdown"

HARRY SWEET in
"Horse Sense"
"An Idle Roomer"
"Shipwrecked Among Animals"
"The Dumb Bell"
"Playing 'Possum"

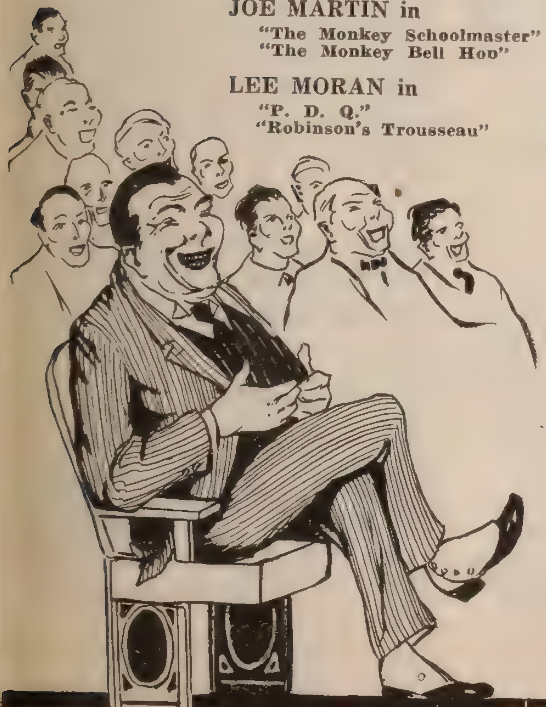
BROWNIE, the Wonder Dog, in
"Circus Clowns"
"Chums"
"Around Corners"
"Tin Cans"

BABY PEGGY in
"Circus Clowns"
"Chums"
"A Muddy Bride"
"Get-Rich-Quick Peggy"

Two-Reel Jewels

JOE MARTIN in
"The Monkey Schoolmaster"
"The Monkey Bell Hop"

LEE MORAN in
"P. D. Q."
"Robinson's Trousseau"



THRILLS

JACK PERRIN in
"The Phantom Terror"
"The Danger Man"
"Both Barrels"
"The Rim of the Desert"

GEORGE LARKIN in
"The Call of Duty"
"Beauty and the Bandit"
"Raiders of the North"
"The Honor of the Mounted"
"The Fight Within"
"Roaring Waters"

EILEEN SEDGWICK in
"The Open Wire"
"A Woman's Wit"
"A Battle of Wits"
"The Girl in the Saddle"
"The Night Attack"

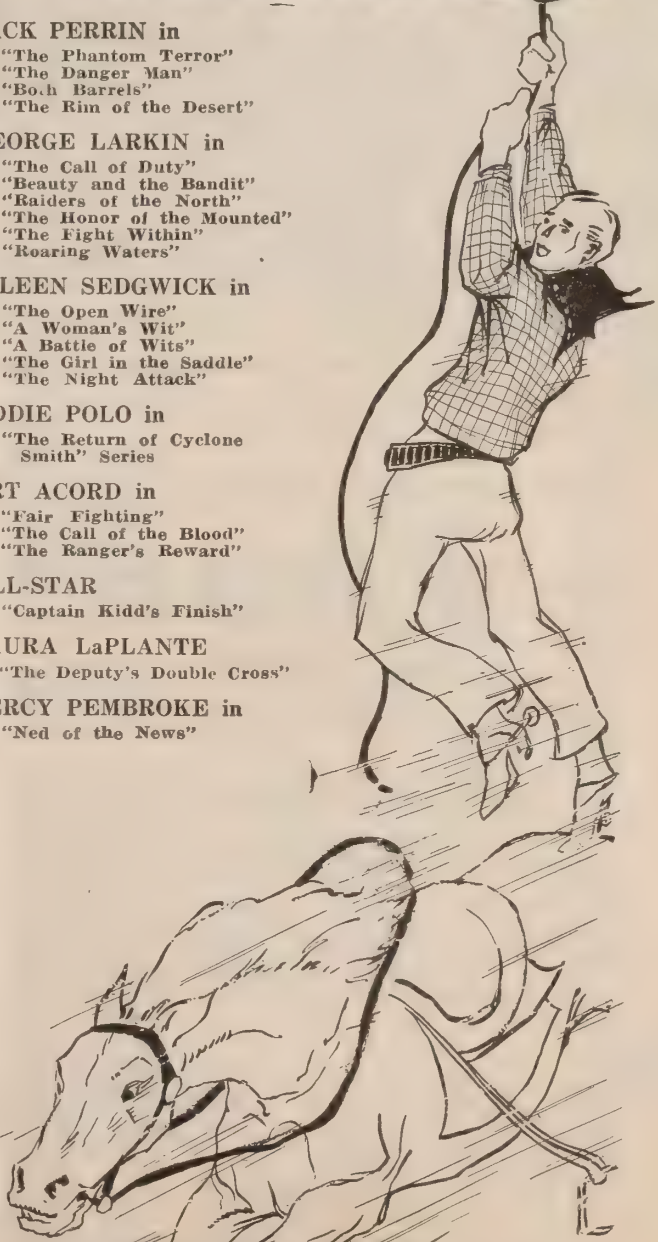
EDDIE POLO in
"The Return of Cyclone Smith" Series

ART ACORD in
"Fair Fighting"
"The Call of the Blood"
"The Ranger's Reward"

ALL-STAR
"Captain Kidd's Finish"

LAURA LaPLANTE
"The Deputy's Double Cross"

PERCY PEMBROKE in
"Ned of the News"



TEAM BREAKS TRACES; TWO CRASH OVER CLIFF

"THE SECRET FOUR"

Episode Nine

"The Slide For Life"

JIM and Walgrove and Reynolds roll to the side of the car, and Jim apparently falls over. However, he catches the top of the door and lowers himself into the box car. Walgrove and Reynolds get up just as Jim gets the doors open, gets inside and finds the box containing the bust of Budda.

The Shifting Shadow reaches out, helps Nadine in between the two box cars, then mysteriously disappears.

Jim hurls the bust from the train and then jumps after it.

Walgrove and Reynolds follow suit.

The Pursuit

Jim takes the bust and breaks it against a stone. He searches, but fails to find the envelope. Meanwhile Walgrove and Reynolds are coming back along the track looking for him, and Jim sees them in the distance.

Nadine finds the other box and is about to break it open when the train draws into a station and is examined for broken seals. Nadine hides.

In the station Jim explains his predicament to the officials, and Walgrove and Reynolds arrive and hear Jim say there is a box on that train that he must have.

The box is unloaded at the next stop, and Nadine gets off with it. Walgrove and Reynolds arrive in their car and see Nadine as she gets the box from the station agent.

Walgrove calls upon the consul of the country he represents and has a warrant issued for Nadine's arrest.

The Ravine

The men go to the inn as Nadine has the box opened. The door is locked; she refuses to open; the men attempt to open it. Jim gets to town on foot in time to help her through the window as the men break in. They get in a buckboard and start out, while Walgrove and Reynolds pursue.

The chase leads through mountainous country. Jim drives and urges team up steep hill, Reynolds and Walgrove following. At top of hill the tugs break, the wagon tears loose and starts back down the hill, picking up momentum as it goes. The wagon whizzes past down and over a ravine into space.

FOULED IN PRIZEFIGHT, REFUSES TO STOP BOUT

"THE LEATHER PUSHERS"

"Round Three"

ON the afternoon of the night he is to fight Al Kennedy, Murphy finds Halliday in a tea-room doing the shimmy with Estelle Van-Horn, a chorus girl with a million-dollar face and a jitney brain.

At the arena, Halliday, determined to protect his face from being marred, leaves his midsection wide open and is badly beaten by Kennedy.

He instructs Sam McVey, Halliday's sparring partner, to give Halliday the "mark of his profession" when he, Murphy, gives the signal. This Sam does with a terrific wallop on the boxer's nose—just as Estelle VanHorn appears in the gymnasium. The girl calls Halliday a "big chunk of cheese; an oil can, and a pork-and-beaner," and Halliday sees Estelle in her true colors.

The Foul

One month later he is fouled in the ring by Al. Kennedy. The referee awards the fight to Kane, but he refuses to accept the decision and insists that the fight go on. In the next round he knocks Kennedy stiff.

Estelle regrets that she threw down Halliday and determines to get reinstated in his affections. She elbows her way to his side and congratulates him in her sweetest manner. He snubs her and later tells Joe that he is "off the women for life." At that moment he is attracted by a beautiful girl at another table who deliberately is trying to vamp him. He gets up and goes to the girl's table. Joe smiles philosophically and remarks: "Yes he's *off* all right but I'll get him back in time for Round Four."

CAPTURES PICKPOCKET; REGAINS GIRL AND "WAD"

"Watch Your Wallet"

One-Reel Star Comedy

A GIRL expected home by train is taken to her house by Billy, Jimmy's rival, while Jimmy and her father get in a mix-up with a pickpocket who has stolen father's wallet and, fearing detection, slipped it into Jimmy's pocket. The pickpocket later follows Jimmy to the girl's house to recover his swag.

Father sees Jimmy as he is surprisedly taking the wallet from his pocket and orders him out. Billy takes advantage of Jimmy's predicament and makes love to the girl. Jimmy follows the "dip" and catches him as he is stealing the wallet for a second time and captures him in a novel way. Father apologizes and Jimmy and the girl embrace.

CAFE OWNER 'BLOWS UP' NON-PAYING CUSTOMERS

"A Fake 'Quake"

One-reel Star Comedy

SILAS BROWN buys a restaurant but is unsuccessful in making it pay, as all his relatives come in and insist on getting free meals. Finally a richly-dressed man comes in, but he, too, turns out to be a four-flusher and buys a cup of coffee to wash down some sandwiches he has brought with him.

Silas hires a live press agent who puts an ad. in the paper to the effect that "The man who kissed a strange girl in the park last night is asked to meet her at Brown's Restaurant for supper." The publicity expert gets rid of Si's non-paying relatives by staging a fake earthquake, which leaves the restaurant ready for several hundreds of customers who come in following the appearance of the ad.

International News No. 6

New York City. — Will H. Hays signs contract to direct destinies of nation's film interests.

Miami Beach, Fla. — Aquaplaning season opens in south.

Seattle, Wash. — Society folk in novel masquerade.

Seattle, Wash.—Washington honors World War heroes.

Snapshots of Notables in the News of the Day.

Kingston, Ill.—River ice blasted in hunt for children.

New Orleans, La.—Midwinter racing lures turf lovers.

On the Atlantic. — Wrecked ship saved from raging seas.

Moscow, Russia.—Massed athletic drills train thousands for Russia's new armies.

Tad Cartoon.

MYSTIC SHRINERS STAGE IMPRESSIVE CEREMONIES

International News No. 9

Hoboken, N. J.—Leviathan to remain as American liner.

Interesting Folk in the News of the Day.

On the Atlantic.—Torpedo practice keeps fleet of destroyers busy.

Croydon Airdrome, England—Piggies shipped across channel by airplane.

Miami, Fla.—Shrine potentates in brilliant celebration.

Khabrovsk, Siberia.—Jap troops to remain in Siberia.

New York City. — Record snow blankets Atlantic Coast.

Powers' Cartoon—"Diplomacy."

SOON!

IT'S A GASPER!

CARL LAEMMLE
WILL SOON PRESENT

LON CHANEY

The distinguished star of "Outside the Law", "The Miracle Man"

in a tremendous drama of the great Canadian Northwest---- his very greatest picture.

Directed by ROBT. THORNBY

UNIVERSAL Jewel

Herewith is pictured one of the sets that cost over $500,000 to build. The settings in this marvelous production are without a doubt the most sumptuous ever shown on any screen.

Carl Laemmle
presents

"FOOLISH WIVES"

The First Real Million Dollar Production Ever Made

By and with VON STROHEIM

UNIVERSAL SUPER-JEWEL PRODUCTION

Moving Picture Weekly

The Cast of "FOOLISH WIVES"

VOL. 15 FEBRUARY 18_1922 NO. 1

This is the 3 column News Ad for one of the best mystery love pictures you've ever shown!

Carl Laemmle *offers*

FRANK MAYO

WITH VIRGINIA VALLI, HAROLD GOODWIN AND BUCK CONNERS IN

"Tracked to Earth"

A horse thief—the arrest—the escape—the desert hiding place—the girl—the big surprise. Mystery, thrills, romance—a clean delightful picture.

FROM THE SAT. EVE. POST STORY BY WM. J. NEIDIG

DIRECTED BY WM. WORTHINGTON

IT'S A UNIVERSAL

Coming Soon!

The Best Frank Mayo Picture Ever Made!

OUR OWN K. C. B.

MOTION PICTURE OWNERS
OF WISCONSIN

Kenosha, Wis.

Mr. Carl Laemmle,
President Universal,
New York City.

Dear Sir:

I see you are going to cut film rentals
To exhibitors who are losing money
And using Universal film service
Great.
"Eventually, why not now ?"
It is "NOW" with you,
Taking the initiative as usual---
You are beating the others to it--
The war is over--
You realize it--
The others have not--
You're setting a good example-
Watch things come down--
Admissions---film rentals 'n'everything
Within the reach of the buyer--
Who is selling the most autos?
And making the most profit?
Why? Give you one guess--
There's your answer.
Exhibitors appreciate it--
More power to you--and success--
Go to it.
I thank you,

Joseph G. Rhode,
President, Motion Picture
Owners of Wisconsin

Skip This If You

No. 269.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

YOU can't do a good thing in this world without getting a good result, somehow, sometime.

You can't obey a good impulse without getting a good reaction.

Wiser men have said this in better words, but no man ever knew the truth of it from personal experience more thoroughly than I do to-day.

When I offered to help exhibitors break even who were losing money in their theatres, I was obeying a good impulse. It struck me as a terrible thing that men who had been in business for years were threatened with disaster because of a sharp depression. I remembered the frequent times when I had faced disaster myself. There is no fun in it. It's plain hell.

So I figured that if I could find some way to help them bridge over the hard times without breaking myself or the Universal company, it would be a real contribution to a good cause.

But in my wildest imaginings I never dreamed my offer would strike such a responsive chord with exhibitors, even in the most remote localities. Men who don't need help, but who are making a good profit have expressed their appreciation of the spirit back of the offer. Men who are actually losing money thank me for the

Dislike Sentiment

offer, but say they do not want to take advantage of it unless all producers help them proportionately. Exhibitors who have never used any Universal pictures say they are going to book them now, because "good pictures must come from a good company," and words to that effect.

To such men, and to all of you, I want to say that Universal pictures are far better than they ever were in the past, but they will continue to be even better and better than that. Outside of our one wildly extravagant splurge in spending over a million dollars on "Foolish Wives," we are saving every possible dollar that can be saved without affecting the constant improvement in quality. I don't believe there is a studio in the whole world which is cutting the corners more closely than we are, and keeping waste down to a very minimum. After all, IT IS YOUR MONEY THAT I AM SAVING, for every dollar the Universal gets comes from you.

If you have written me about my offer to help exhibitors who are losing money and I have not answered you, you'll have to overlook the unintentional discourtesy. I've simply been swamped with messages of thanks and congratulations, and it would take all of my time if I attempted to answer them as they deserve to be answered.

You've given my proposition a wonderful reception, and I'm going to keep on meriting your confidence and good will. I'll "say it with pictures!"

BIG FEATURE STAR IN A GREAT CHAPTER PLAY

HARRY

as "Crusoe" and Noble

in a Sumptuous
World Fam

THE ADVI

"ROBINSO

Ready for Ea

Directed by

CARL LAEM

UNIVE

LEADING FEATURE STAR OF
"A CONNECTICUT YANKEE"
and "TURN TO THE RIGHT"

MYERS

Johnson as "Friday"

Picturing of the
ous Story
NTURES OF

N CRUSOE"

rly Release

obert Hill

E, PRESIDENT

RSAL

Ascher Bros. b

Carl Laemmle
offers

"The Leather Pushers"

Featuring
Reginald Denny

Made from the famous series
by H.C. Witwer
published in Collier's Weekly

Universal

ook it for entire Chicago Circuit!

STOP AND THINK!

The biggest exhibitors—the finest and best run houses in the country—are paying record prices for the privilege of booking this remarkable series of short super-features. They realize, as must every real showman, that here is a builder of patronage, a packer of houses — in short a money-maker so great as to be absolutely alone in the short-feature field. The appeal of this clean, crisp action-series, both to young and old, men and women, is so big and universal that one can readily appreciate these words from the Exhibitors Trade Review:—

> *"There's something about this 'Leather Pushers' that gets you right away, and when you've seen this series you will understand why we're sold on it. It's something novel---away from the usual stuff."*

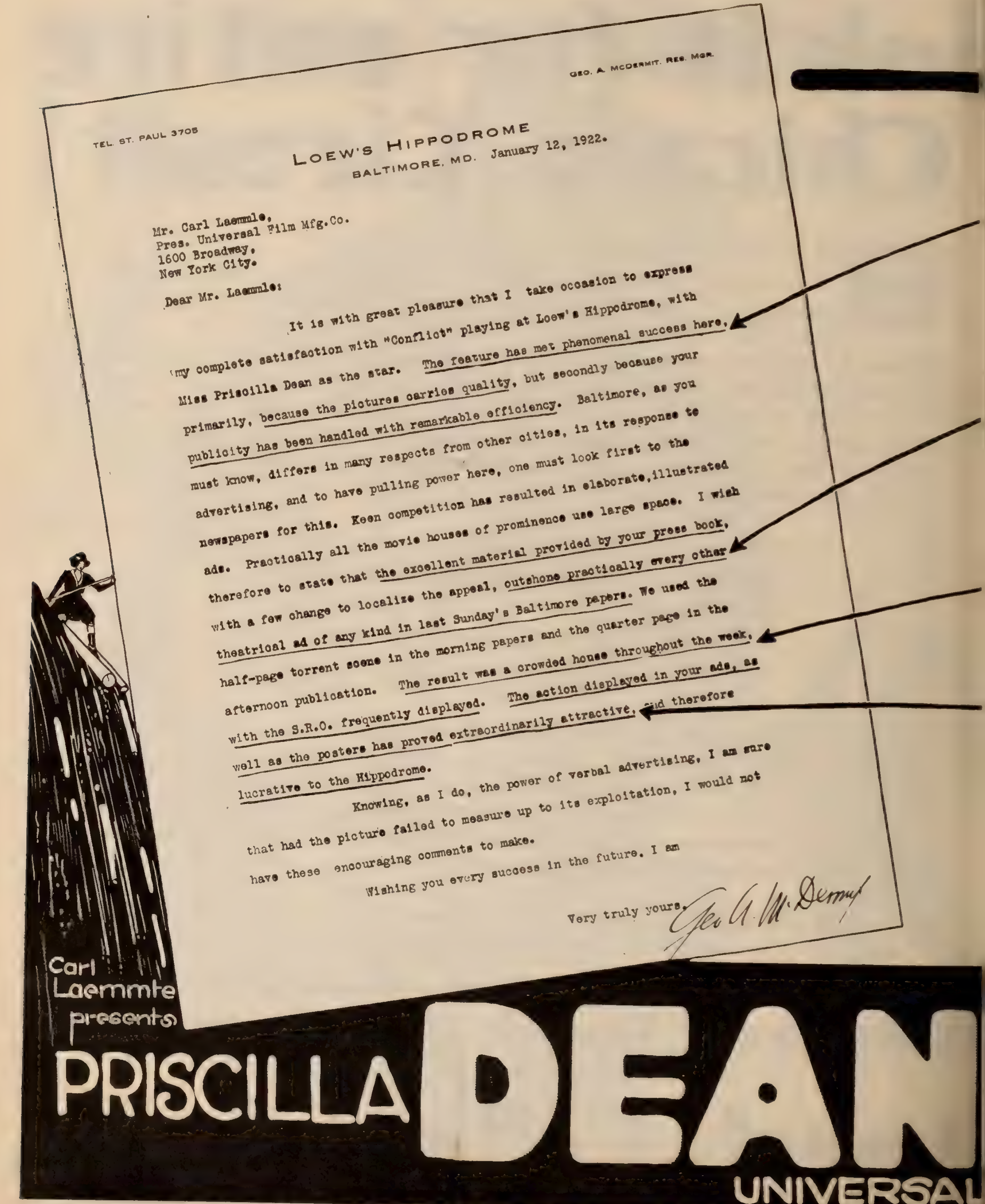
ASCHER BROTHERS have booked it for their entire circuit of nineteen houses in Chicago and their two first-run houses in Milwaukee and Cincinnati; Lubliner & Trinz have booked it for their twelve houses in Chicago; such big first run houses as the Orpheum in Akron, the Plaza in Bridgeport, the Capitol in McKeesport, the Aldine in Lancaster, and scores of others, have arranged for early showings.

IF you're the kind of a showman you should be, you'll write, wire or see your Universal Exchange at once.

2 Knockout Rounds of 2 Reels Each

Directed by Harry Pollard

Jewel – Collier's Series



GEO. A. MCDERMIT, RES. MGR.

TEL. ST. PAUL 3705

LOEW'S HIPPODROME
BALTIMORE, MD.

January 12, 1922.

Mr. Carl Laemmle,
Pres. Universal Film Mfg.Co.
1600 Broadway,
New York City.

Dear Mr. Laemmle:

It is with great pleasure that I take occasion to express my complete satisfaction with "Conflict" playing at Loew's Hippodrome, with Miss Priscilla Dean as the star. The feature has met phenomenal success here, primarily, because the pictures carries quality, but secondly because your publicity has been handled with remarkable efficiency. Baltimore, as you must know, differs in many respects from other cities, in its response to advertising, and to have pulling power here, one must look first to the newspapers for this. Keen competition has resulted in elaborate,illustrated ads. Practically all the movie houses of prominence use large space. I wish therefore to state that the excellent material provided by your press book, with a few change to localize the appeal, outshone practically every other theatrical ad of any kind in last Sunday's Baltimore papers. We used the half-page torrent scene in the morning papers and the quarter page in the afternoon publication. The result was a crowded house throughout the week, with the S.R.O. frequently displayed. The action displayed in your ads, as well as the posters has proved extraordinarily attractive, and therefore lucrative to the Hippodrome.

Knowing, as I do, the power of verbal advertising, I am sure that had the picture failed to measure up to its exploitation, I would not have these encouraging comments to make.

Wishing you every success in the future. I am

Very truly yours,
Geo A. McDermit

and he knows!

phenomenal success —

outshown every other theatrical ad —

crowded house throughout week —

Posters extraordinarily attractive —

MR. GEORGE McDERMIT is a smart showman. He'd have to be as resident manager for Loew's Hippodrome in Baltimore.

WHEN he booked Priscilla Dean in "Conflict" he realized that he had the makings of a truly big money-maker. He decided to go after it right and get all the money in it that he could.

HE read the Campaign Press Book. He found that it contained scores of practical, money-making ideas to help put this mastodonic thriller over right. He used the newspaper ads. He let folks know what HE ALREADY KNEW — THAT HERE WAS THE GREATEST THRILLER EVER SCREENED!

THE crowds heard, they saw, they came. They came in droves — they packed the huge Hippodrome — and he cleaned up.

What he did, you can do!

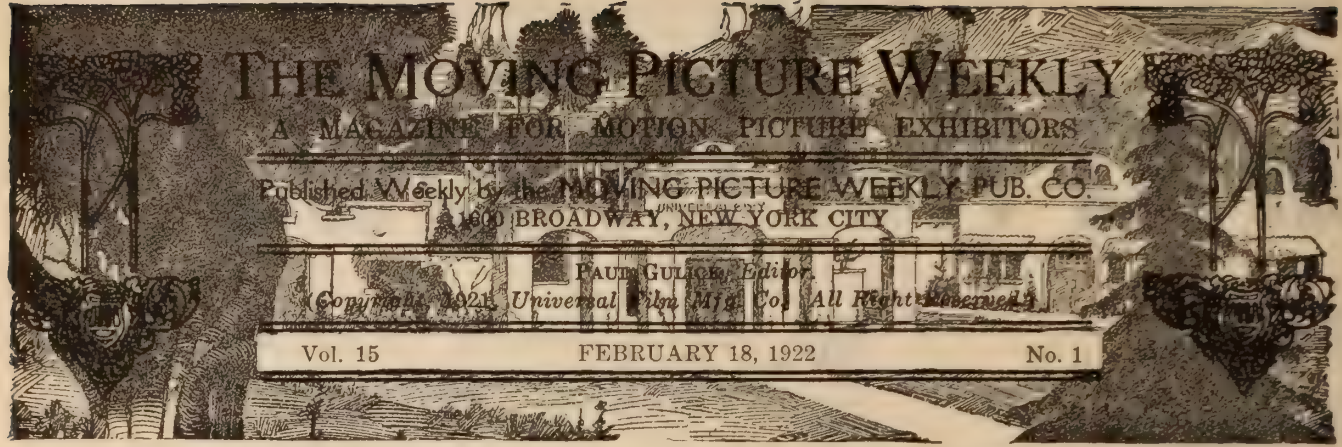
WHEN you get a big one like "Conflict" get behind it in a big way. You'll find it pays — and then some. Right now see your Universal Exchange and get busy!

Story By Clarence B. Kelland

Directed By Stuart Paton

in "CONFLICT"

JEWEL



THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor

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Vol. 15 FEBRUARY 18, 1922 No. 1

News Notes From Universal City

"I have been scolded, advised, pampered, spoiled, humored and kissed until I'm ready to blow up!" So spoke Marie Prevost of Universal comedy-drama fame. Miss Prevost is tired of being a petted daughter of the rich, of wearing frilly negligees and million-dollar wraps, of giving instructions to maids and butlers, of displaying childish tempers and eating eight-course dinners—for the camera. "My kingdom for a chance to wear rags and tatters, to skin my hair straight back and plain, to have a father who carries a dinner pail instead of a bank-book, and a mother who takes in washing," said the fascinating Marie.

(TELEGRAM)

Buffalo, N. Y.

"Foolish Wives" Opened to Greatest Crowd Criterion Ever Had. Without Exaggeration Thousands Turned Away.

M. A. Chase

* * *

NEELY EDWARDS, comedian, has been engaged to star in Universal comedies. Gil Pratt will direct. Laura La Plante has the principal feminine rôle in the first venture. Edwards did well in humorous rôles for the Special Pictures Corporation. Pratt is remembered as Harold Lloyd's director. Miss La Plante has had interesting rôles in many recent screen productions.

* * *

CRITICS comment upon the remarkable photography in "Foolish Wives," the million-dollar Universal photodrama. Ben F. Reynolds, chief of the camera battalion, attributes much of its success to Harry D. Brown, chief electrical engineer of Universal City. Brown, past president of the Society of Illuminating Engineers of the Motion Picture Industry, handled the electrical equipment. The powerful generators and hundreds of lights burned for a thousand hours in the 18 months devoted to "Foolish Wives."

HARRY MYERS, Gertrude Olmstead, Emmet King, Percy Pembroke, Josef Swickard, Noble Johnson. That is the cast with which Robert Hill began production at Universal City on "The Adventures of Robinson Crusoe." Harry Myers is famous as "The Connecticut Yankee." Gertrude Olmstead won the Elk's beauty contest and made good as an actress. Emmet King is noted particularly for clerical rôles. Percy Pembroke has been featured in Western dramas. Josef Swickard was the French father in "The Four Horsemen." Noble Johnson is the big fellow who combines a great physique with dramatic ability, and did his best work with Louis Glaum and House Peters in "The Leopard Woman."

* * *

GLADYS WALTON, Portland school girl, who entered motion pictures two years ago, and who is crowding the field for honors, is going to visit her home town on a personal appearance tour. Carl Laemmle characterizes her as "the greatest find since Mary Pickford." She will return to Universal City to begin work on a comedy-drama of the type in which she is popular. "The Guttersnipe," "The Wise Kid," "Pink Tights," "The Man Tamer," and "Rich Girl, Poor Girl," are among her productions.

* * *

WILLIAM WRIGLEY loaned his sea-going yacht to Craig Hutchinson, Universal comedy director. Then he allowed him to dismantle it, changing its appearance into something between a scow and a frigate. The comedy is called "The Bottle Baby."

THE TAYLOR MURDER

Carl Laemmle Tells the Truth About Hollywood and Its Detractors

MR. BRENON has given out a good story. My chief criticism of it is that what he said, if he said it, is nonsense. Hollywood is not a nest of immoral people. Living there does not harm one's morals any more than living in New York or London or Paris or San Francisco or any other live center. It is a clean, beautiful place and it does not even need as much defense as I have given it. Of course it has its bad element. Show me a place that hasn't.

To say that the Taylor murder hurts the moving picture business is utterly foolish. If it turns out that a banker committed the murder, it won't hurt the banking business, will it? Nor will it hurt the newspaper business if an editor committed the crime. Nor will it hurt any other business if some one of that particular business killed Mr. Taylor. Then why should it damn the moving picture business if it turns out that some one connected with a studio fired the fatal shot?

The movies are a popular target. Nearly everything has been blamed on them except the big wetness of Noah's time. I can't see how the Taylor murder will furnish any ammunition for reformers just because a man in the business has been murdered. I have no doubt that police records almost anywhere will show that in times gone by reformers themselves have even been murdered, but that is hardly a reflection on reformers as a whole.

The picture business has helped Hollywood to become one of the most thriving cities in the world. A piece of property I could have bought there for $40,000 in 1920 recently sold for $120,000. Immorality never did that!

"U" Appoints Three New District Managers

DUE to two promotions and the creation of a new division, Universal has made several new appointments of district managers in its exchange system.

The new territory is called the Mountain Territory and includes Butte, Salt Lake City, Spokane and Denver, and was previously included in the Pacific Coast Division. The two territories were extremely difficult to handle together on account of the tremendous distances between exchanges. The Pacific Coast Division now consists of San Francisco, Los Angles, Portland and Seattle. This division remains under the charge of Edward Armstrong, division manager, who makes his headquarters in San Francisco. The manager of the new Mountain Division is announced as H. M. Herbel. Mr. Herbel started with the Universal as a salesman in the Pittsburgh exchange, was soon promoted to Canada, and shortly thereafter took charge of the Seattle exchange.

Herman Stern Improving

N. W. Gettelson, formerly manager of the Minneapolis exchange, continues as District Manager of the department known as the Central Western Division. In this division are the exchanges situated at Minneapolis, Des Moines, Omaha and Sioux Falls.

Herman Stern, who is just recovering from a painful illness, remains as manager of the Central Division, including the exchanges of Chicago, Kansas City, St. Louis, Milwaukee and Oklahoma City.

Ever since the appointment of Art Schmidt as general manager of the short product of the Universal, the Eastern Division has been without the services of a district manager. Last week M. A. Chase, who has been manager of the Buffalo exchange, was called to the home office and asked to accept this appointment as District Manager of the Eastern Division. This division includes the exchanges in Buffalo, Cleveland, Detroit, Indianapolis, Cincinnati and Pittsburgh. Mr. Chase assumes his new duties immediately.

E. J. Smith Resigns

The Central Atlantic Division, comprising the exchanges in Washington, D. C., Philadelphia, and Charlotte, N. C., is also to have a new District Manager to take the place of Mr. E. J. Smith, resigned. The new manager is Jules Levey, previously in charge of the Washington, D. C., exchange. Mr. Levey will also be in personal charge of the Philadelphia exchange, as Mr. Smith was. The Washington exchange will be managed by M. J. Glick. Mr. Smith, it is reported, resigned his district managership to make an extended European tour in the interest of the Universal Film Manufacturing Co.

"YOU'RE NEXT — GET UNIVERSALIZED"

Fleur de JEWELS DEAN CAREY CHANEY
FIX ME UP OLD MAN! —— !! YOU KNOW! — GO THE ROUTE !
TRY OUR — von Stroheim's "Foolish Wives" — IT'S WONDERFUL —
EAU DE SERIALS
52 SPECIALS A YEAR
2 REEL WESTERN DRAMAS
ONE REELERS
CLEAN AMUSEMENT
INTERNATIONAL NEWS
CENTURY COMEDIES
LKO
" O "
RANDALL

"This is the best

Carl Laemmle presents

HARRY CA

People stood in line for 8 hours!

at the New Home, Detroit, Michigan

"One of the best box-office attractions of the season. People stood in line from 1:30 in the afternoon until 9:30 that night. Patrons delighted."

—New Home, Detroit, Mich.

"Capacity houses. The commendation of our patrons and the strong finish at the end of the week are sufficient testimonial."

—St. Regis,
Trenton, N. J.

UNIVERSAL-JEWEL

"No Woman

Western I have ever played!"

Arcade, St. Paul, Minn.

"This is the best Western I have ever played. Takes well with any audience. Patrons said this one was great."
—Arcade, St. Paul, Minn.

"There is no comparison between this picture and any other previous release of this star. This is one of the best Westerns we have played this year."
—Orpheum, Menominee, Wis.

The First Super-Western Ever Made

REY in "THE FOX"

Directed by
Robert Thornby

Universal-
Jewel

Carl Laemmle
presents

MABEL JULIENNE
SCOTT

with Stuart Holmes in the Amazing Story of "Fanny Herself," by Edna Ferber.

Directed by Tod Browning.

Knows"

NATHAN ASCHER Says:

"It is

" 'FOOLISH WIVES' is the greatest picture I ever saw. I came to pick flaws in it, but could not find even one. It is perfect. In all my life this is the first picture I ever went out to buy myself. I never was happier than when I booked it for my ROOSEVELT THEATRE in Chicago. And never in my life have I given any picture such unqualified endorsement."

(Signed) *NATHAN ASCHER, President*
Ascher Brothers,
Chicago, Illinois.

Carl Laemmle
presents the
First Real
Million Dollar
Production

"FOOLISH

perfect"

FRANK REMBUSCH

Says:

"THE PRICE I have agreed to pay for 'FOOLISH WIVES' is higher than any price I ever dreamed of paying for any picture on earth — but at that I think it is the biggest bargain I ever got in my life."

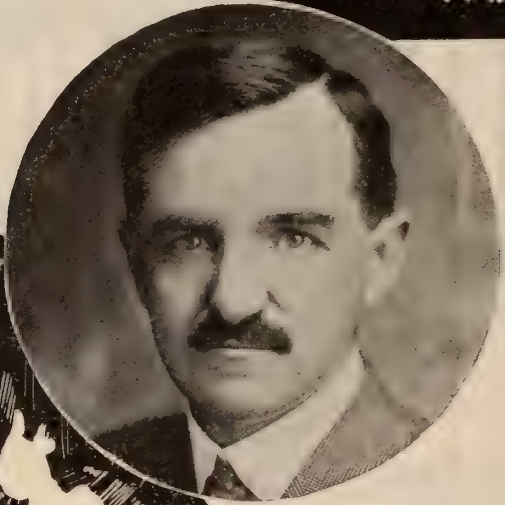
(Signed) FRANK J. REMBUSCH
Ohio Theatre,
Indianapolis, Ind.

WIVES"

Universal
Super Jewel
by and with
Von Stroheim

GOVERNMENT SCHOOL POLICE HEADS IN FRONT RA

MAYOR D. W. HOAN
OF MILWAUKEE SAYS



"Representing an endeavor to elevate motion pictures intended for the entertainment of young boys and girls, 'Stanley in Africa' appeals to me strongly. . . . I am pleased that the Universal Company is demonstrating that thrilling, entertaining and educational pictures can be produced without resorting to the crimes and gun play of the melodrama days of the theatre. . . . Without reservation, I extend endorsement of 'Stanley in Africa.' . . ."

J. G. LAUBENHEIMER
CHIEF OF MILWAUKEE POLICE SAYS

"Your plan to produce educational films of the type of 'Stanley in Africa' is one for congratulation. The public is surfeited with thrillers and motion pictures founded on crime and social problems. I am sure that, with your experience in the art of producing motion pictures, you will make your educational films as interesting, if not more so, than those for which censorships are created."

GEORGE WALSH wit

"WITH STANLEY

DIRECTED

OF BOOSTERS FOR UNIVERSAL CHAPTER PLAYS

MILTON C. POTTER
SUPT. OF MILWAUKEE SCHOOLS SAYS

"I keenly appreciate the adventurous spirit which leads you to take this initial step in the commercial effort to provide a wholesome entertainment for red-blooded, American boys through the vehicle of motion pictures. Africa today constitutes the geographical No Man's Land of the boys' immortal frontier spirit. The natural dangers encountered in African experience are a good substitute for the usual hair-raising blood and thunder climaxes featuring commercial cinema. . . ."

H. McCRORY
CAPTAIN OF MILWAUKEE DETECTIVES SAYS

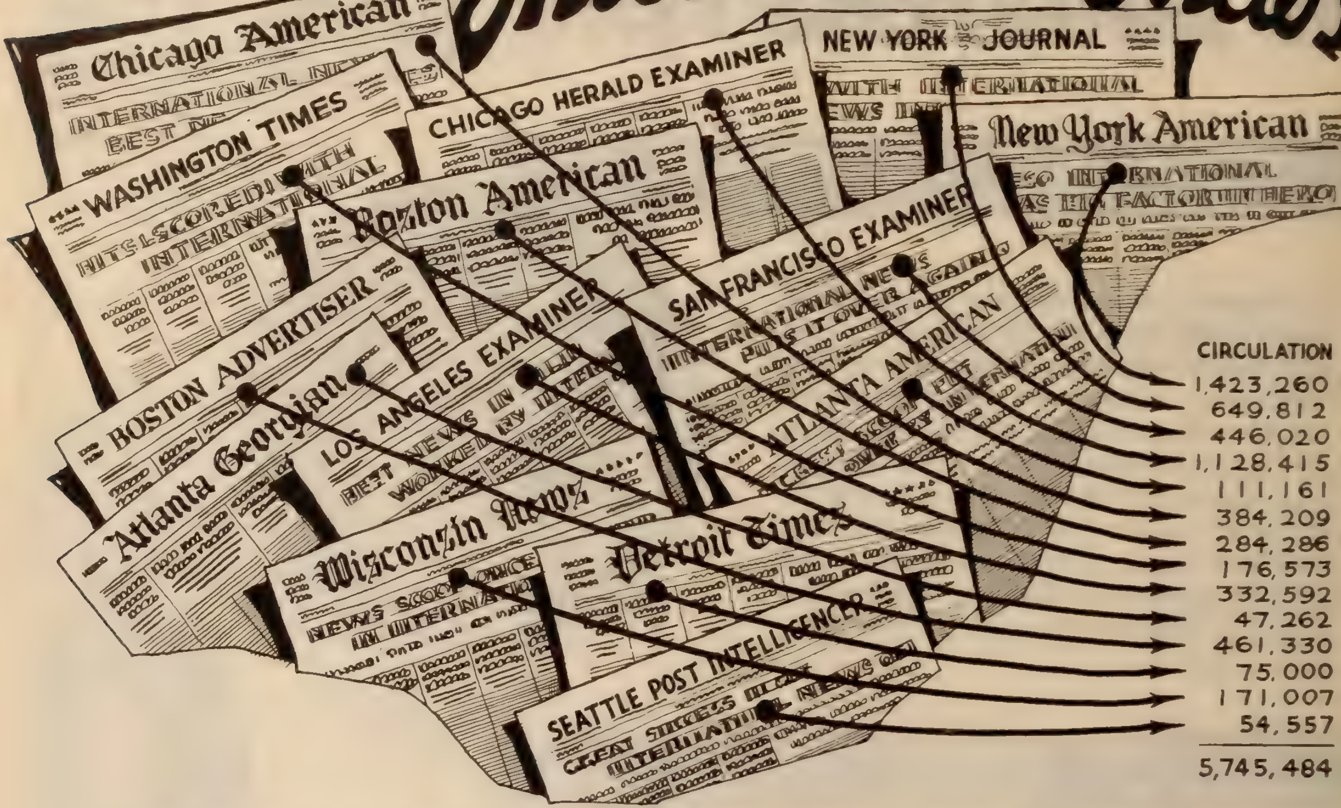
"Your plan for educational films should meet with the hearty approval of every citizen interested in the care of the minds of growing children. The 'Stanley in Africa' type of picture should be educational and dramatic enough for anyone. I wish you success in your new venture."

OUISE LORRAINE in

N AFRICA"

ED KULL

Millions, daily, are told of International News



Look at those figures, bear in mind that every paper **bought** is actually **read** by four to five people, *then realize that every copy of this enormous circulation carries an advertising line daily on the pictorial page telling this vast army of readers about International News.*

Remember, International is the only news reel doing national newspaper advertising.

Remember, International gives you a little better than full value on current news events, plus a high average of scoops and beats on the big world-interest affairs.

You know that a daily message reaching more than a quarter of the population of the entire country must vibrate in every corner of every State. It's a force that cannot be overlooked.

Decide now. Can you afford to be without

INTERNATIONAL NEWS

Released thru UNIVERSAL

A FRANK STATEMENT TO SERIAL EXHIBITORS

Carl Laemmle, President of the Universal, Gives Them the Low-down on the Robinson Crusoe Situation

IN order that there shall be a thorough understanding of a situation which has been the subject of rumor and speculation for the last few weeks in the trade, Carl Laemmle, president of the Universal Film Manufacturing Company, has issued a frank statement in regard to the forthcoming Universal serial, "The Adventures of Robinson Crusoe," as it affects his former serial star, Eddie Polo.

Why Polo Left Universal

It has been rumored around the State Rights' market for nearly a month that Eddie Polo was to make an independent serial dealing with the Adventures of Robinson Crusoe, and for several months it has been generally known that the Universal was to make such a serial. It is now said that Polo has changed or intends to change the name of his serial, but that the story which he is now making in Florida is a Robinson Crusoe story. Mr. Laemmle's statement to the film industry is as follows:

"I don't believe in keeping information under my hat which will be of value to moving picture exhibitors. The statement which I am now making may hurt me and it may not, but I am making it in the belief that a full knowledge of the situation will help every exhibitor in the United States who runs serials.

"This statement is about my former star, Eddie Polo, and the serial which I am about to release under the title, 'The Adventures of Robinson Crusoe.' Recently Eddie Polo and the Universal came to the parting of the ways. Mr. Polo asked for his release and we gave it to him. At the time of this parting, Universal had made all of its plans to make a serial entitled 'The Adventures of Robinson Crusoe.' All of these plans were carefully gone over with Mr. Polo because we intended to star him in the serial. The continuities and synopses of some of the episodes were made and Mr. Polo was enthusiastic about the possibilities of the serial for him. So enthusiastic, in fact, that when he had obtained his release he immediately started to produce a Robinson Crusoe serial with his own organization.

Two Crusoe Serials

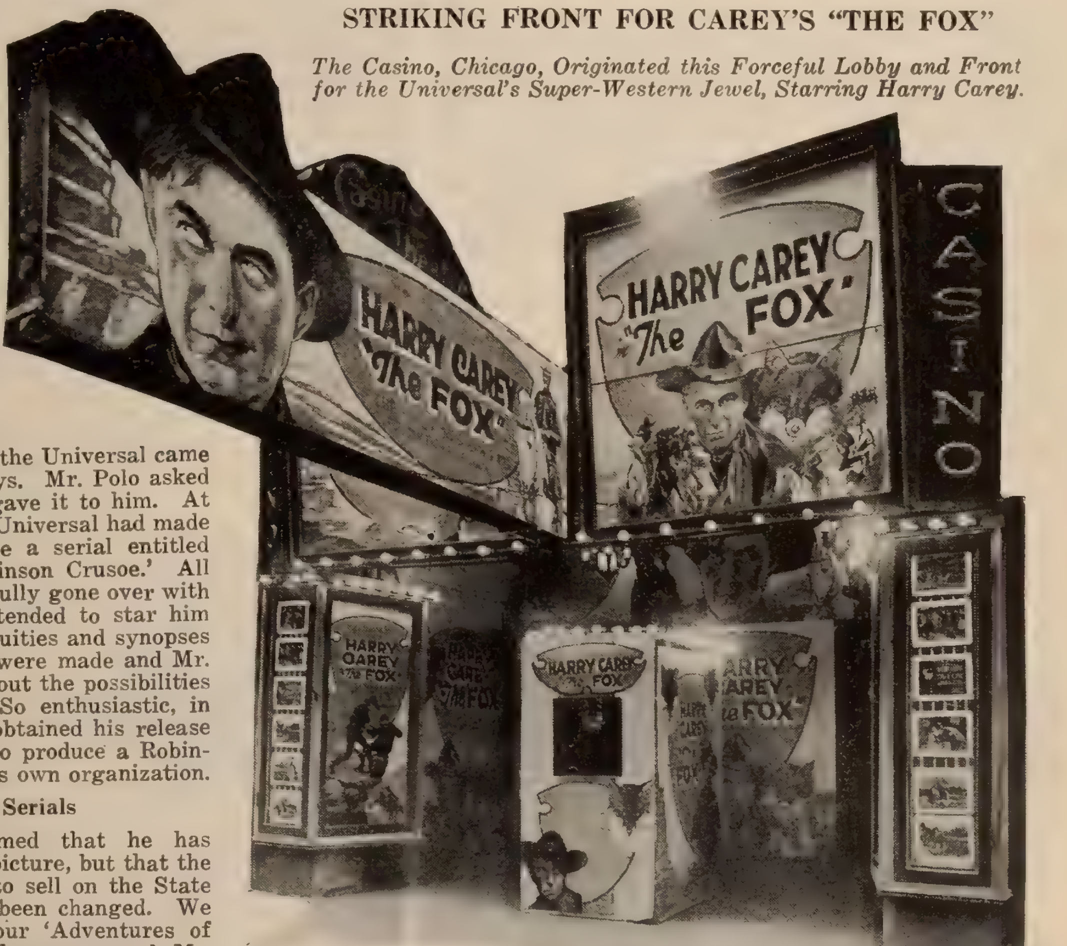
"We are now informed that he has changed the title of his picture, but that the story which he intends to sell on the State Rights' market has not been changed. We are going ahead with our 'Adventures of Robinson Crusoe' and have engaged Mr. Harry Myers to play the part of Robinson Crusoe, and Noble Johnson to play the part of Friday. I feel that we have made an excellent selection and that Mr. Myers' widely known capabilities will be a tremendous asset to the character of Robinson Crusoe and to the value of the serial itself. Josef Swickard, of "Four Horsemen" fame; Gertrude Olmstead and Gertrude Claire appear in support of Mr. Myers.

In All Fairness

"I feel, however, that it is only just and proper that I notify the serial exhibitors of the United States that there probably will be two Crusoe serials on the market. I make this statement without any prejudice. Those who like Eddie Polo will be glad to know it, and those who have come to appreciate the modern requirements of serial stories such as Universal is now producing after months of research, the careful reconstruction of period properties, and the kind of exploitation for which Universal is noted, will also be glad to have this knowledge which I am imparting."

STRIKING FRONT FOR CAREY'S "THE FOX"

The Casino, Chicago, Originated this Forceful Lobby and Front for the Universal's Super-Western Jewel, Starring Harry Carey.



Watch for Title Annou

Bigg
P
E

Carl Laemmle
presents

PRISCILLA
DEAN

WATCH for the title announcement of the biggest, finest Spectacle-Drama that PRISCILLA DEAN has ever made. A hugely dramatic picture made by Wesley Ruggles from Cynthia Stockley's famous novel "WILD HONEY." The vivid romance of Lady Vivienne Carlton, driven from her home in England by a strange fate which swept her far out on the burning veldt of South Africa into truly terrible situations which climax in a colossal dam-burst that sweeps away a whole valley and its colonists.

A Universal-Jewel Production.

Watch for the Title of this Coming Triumph

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cement of the est Production scilla Dean er Made!

New York Board of Education Pays Remarkable Tribute to Carl Laemmle

E. L. Crandall, Director of Lectures and Visual Education of the Board of Education of the City of New York, Presents Loving Cup to Pioneer Producer of Historical Chapter Plays in Moving Pictures on Behalf of Teachers and Pupils

LAST Friday witnessed a very interesting and significant scene in the office of Carl Laemmle, president of the Universal Film Manufacturing Company. For the first time in pictures, the services of a motion picture producer were given signal recognition by an educational body. The recognition itself was in the form of a beautiful silver loving cup suitably inscribed, and the presentation was made to Mr. Laemmle in front of the heads of all the Universal departments by Mr. E. L. Crandall, director of lectures and visual education of the Board of Education of the City of New York. Although the occasion was an impromptu one, representatives of several news-photo syndicates got wind of the affair and had their enterprising camera-men on hand to make permanent pictorial record of the auspicious event. The cup itself was inscribed on its three faces as follows:

"Carl Laemmle, Pioneer Producer"

"To Mr. Carl Laemmle, Pioneer Producer of Historical Chapterplays in Motion Pictures—Presented February 3rd, 1922, by the Director of Lectures and Visual Education, Board of Education, City of New York—On Behalf of the Teachers and Pupils Who Enjoyed Mr. Laemmle's Central Theatre Matinees of 'Winners of the West.'"

The presentation had been arranged as a surprise to Mr. Laemmle. When all were assembled, Mr. Crandall stepped forward and presented the loving cup in the following words:

An Appreciation

"Mr. Laemmle, you very generously provided a series of motion picture matinees for the children of our public schools. It was something that had never been done before, and both the teachers who conducted them there, and the children themselves, enjoyed it so immensely and appreciated your generosity so much, that the suggestion was made that we leave with you some little token of our appreciation.

"A Forward Step"

"But behind that gratitude for the enjoyment which the children received and for your generosity in providing it—it was unprecedented in view of the fact that the pictures were actually being shown in exhibition houses at the same time—there was also the aprecation of the fact that this was a forward step in the production of the cinema.

"Many people have condemned the serial on the ground that it is over-exciting for children and produces vicious tendencies. But you seem to have seen the way to retain all the thrilling episodes and at the same time make the appeal also perfectly sound, wholesome and free from everything which is injurious, making the right triumph over the wrong, and never showing scenes children ought not to see. Besides all that you have built up in these serials a background of genuine historical, geographical information which has a distinct educational value for the children.

"In presenting on the screen historical characters, significant in the blazing of civilization's trail, in showing representations of America's hardy pioneers and adventurous heroes, you are adding to the cause of knowledge.

"A Very Creditable Performance"

"I should judge from the opening episodes of 'With Stanley In Africa' that you have done so even more successfully than in 'Winners of the West,' which in itself was a very notable performance, and our feeling from the educational standpoint is to encourage any producers who show as forward a looking policy as yours."

Mr. Laemmle was deeply touched, particularly by the earnest and sincere manner of Mr. Crandall in making this remarkable, and unexpected presentation.

"I wish I were an orator," said Mr. Laemmle, "if only that I might find the proper words in which to thank you and those who through you have made this token possible. But I am not an orator and I can only tell you that I am deeply touched by what you have so eloquently said to me just now.

"An Inspiration"

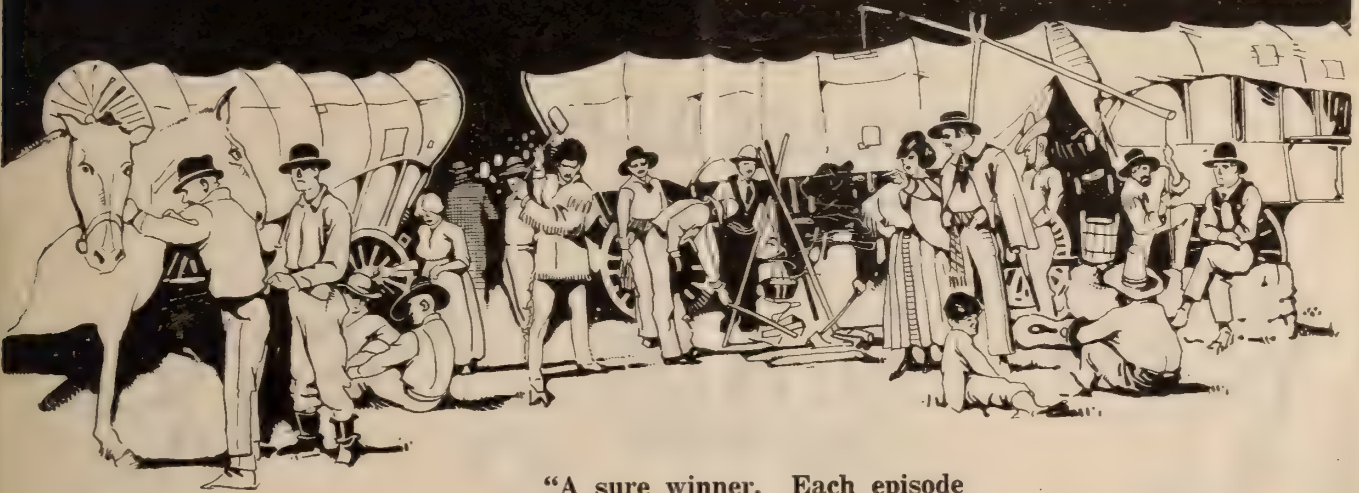
"It is my belief this is the first recognition of this kind ever accorded to anyone, and as such I appreciate it very deeply. Occasions like this are remarkably few in the history of the moving pictures. This occasion will be an inspiration to me to make the kind of serials which have inspired the presentation of this loving cup. For myself, I can say that my whole organization will work more enthusiastically and more determinedly to make this kind of serial possible in the future, and to bring the screen more closely to the aid of educational institutions."

—Copyright Underwood & Underwood.

E. L. Crandall Presents Cup on Behalf of N. Y. Board of Education to Carl Laemmle in Recognition of Universal's Advancement of Historical Knowledge Through Medium of the Screen.

A Sure Winner!

R.W. Hirth Mgr.
Lee Theatre. Seattle Wash.



"A sure winner. Each episode picks up over previous one. Not only are the children pepped up over it but the adults as well."

CARL LAEMMLE presents

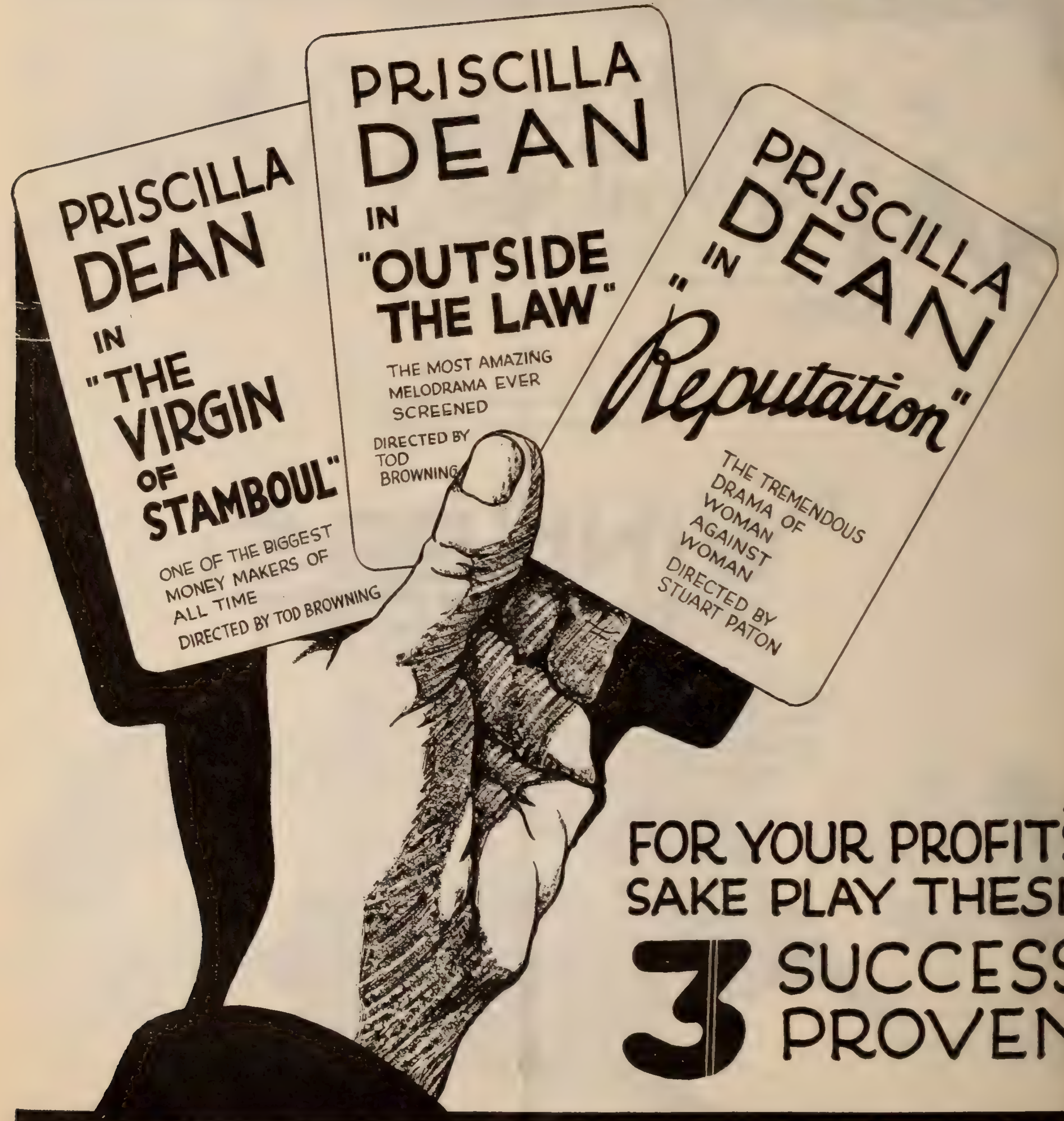
"WINNERS of the WEST"

UNIVERSAL'S
Red-Blooded
American History
Chapter-Play

STARRING
ART ACORD

DIRECTED BY
EDWARD LAEMMLE

WINN



FOR YOUR PROFIT'S SAKE PLAY THESE 3 SUCCESS PROVEN

NG CARDS !

IF you're in the exhibitor game to make big money, here is your opportunity---the grand chance of the year---to make a sure worth-while clean-up.

YOU'RE sitting in with a guaranteed winning hand when you can show three such successful cards as "THE VIRGIN OF STAMBOUL", "OUTSIDE THE LAW" and "REPUTATION" --all of them featuring the screen's greatest star, the box-office's biggest drawing card--PRISCILLA DEAN.

"'The Virgin of Stamboul' is a wonderful picture. Pleased all. They are still talking about it. Climax a sure thriller. Book it; you can't go wrong."

—Princess Theater, Danforth, Me.

"'Outside the Law' opened to capacity. Almost caused a riot. Greatest picture ever seen in this city, is the public opinion."

—Orpheum, Flint, Mich.

"'Reputation' did for me what no other picture has done this year. Hold-out crowds marked every performance of my four-day engagement. Last day as big as the first." .

—Majestic, East St. Louis, Ill.

"Ran 'The Virgin of Stamboul' over again just to get a second look at it and the whole town turned out for the same reason. My, but it is a puller. And some show."

—Idle Hour, Cambridge Sp'gs., Pa.

"Brother exhibitors, book 'Outside the Law.' It will back you up. Don't be afraid of this one. Wonderful."

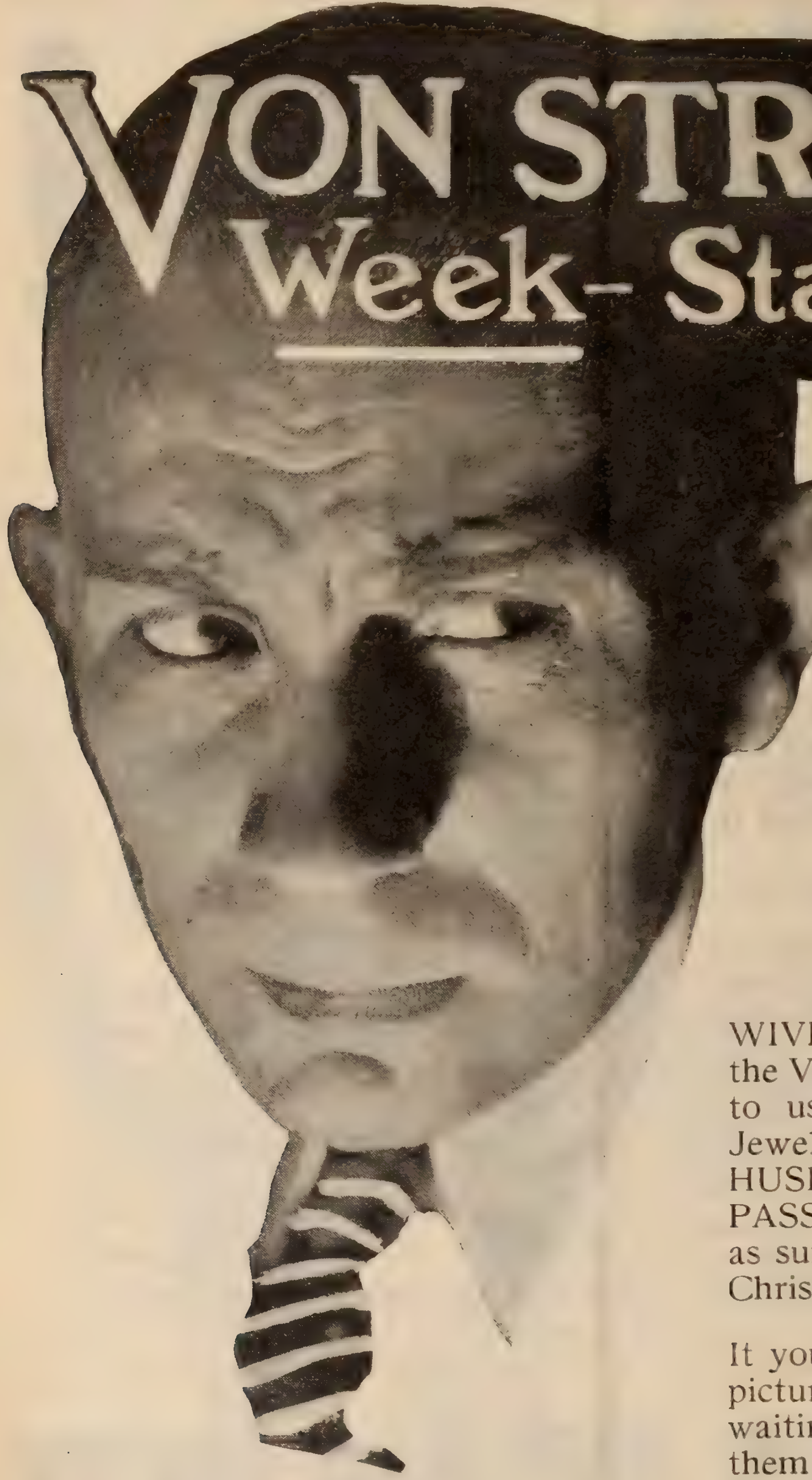
—Park Theater, Austin, Minn.

" 'Reputation' can't help but win for any exhibitor. Put me down as one of your strongest boosters."

—Avon Theater, Decatur, Ill.

PRISCILLA DEAN HITS

VON STROHEIM Week- Start it now



The stupendous amount of advance publicity given to "FOOLISH WIVES," the first real million - dollar picture, has put the name of VON STROHEIM, its director, in the minds and on the tongues of everybody. Since the release of "FOOLISH WIVES" its fame has placed VON STROHEIM in the most prominent place among the world's directors.

It may be some time before you can play "FOOLISH WIVES," but the drawing power of the VON STROHEIM name is yours to use now. His two Universal-Jewel great successes, "BLIND HUSBANDS" and "THE DEVIL'S PASSKEY" will get the money just as surely as Columbus' name was Christopher.

It you have not played these two pictures you have a money gusher waiting for you. If you have played them they are strong enough to tap a new golden vein.

See your Universal Exchange today.

UNIVERSAL

"ONCE TO EVERY WOMAN"

Packed houses and everybody pleased; that's the result of "Once to Every Woman" everywhere. From every angle it's a sure-fire cleanup. Figure its immense drawing power for yourself.

DOROTHY PHILLIPS

Two great stars in a picture that has won the reputation of being the greatest mother love story of the decade. It has broken records for breaking box-office records. Dorothy Phillips, who plays the leading woman role, has been starred in "The Right to Happiness," "Man, Woman and Marriage" and a host of other big pictures. Rudolph Valentino has earned an enviable reputation for himself as the star of such productions as "The Sheik" and "Camille." "Once to Every Woman" ranks second to none among really big productions.

RUDOLPH VALENTINO

You're in this business to make money. This production will make it for you as it has made it for thousands of others. Go out and get it. **See your Universal Exchange to-day and book this picture.**

JEWEL

"ROLL YOUR OWN ADS"

Mr. Exhibitor: Below is shown a sample made-up Ad, similar to those appearing in the Press Sheet each week. Although Universal justly prides itself on the thorough and immediate service it renders to the Exhibitor, occasionally the Press Books are delayed. To assist the Exhibitor in making up forceful advertisements, The Moving Picture Weekly will offer a specimen made-up ad. each week. The Exhibitor will find, by combining one of the Advertising Display Lines on this page with a One- or Two-Column Scene Cut, he will have a punchful, business-building advertisement superior to the usual run of advertising material sent out by the average producer.

WRITE TO YOUR NEAREST UNIVERSAL EXCHANGE FOR A COPY OF THE PRESS BOOK ON "THE GOLDEN GALLOWS." DO IT NOW!

A Million Dollars Made a Tragedy of a Beautiful Romance in "The Golden Gallows," a Universal Photodrama With Miss du Pont.

The Fates Came to Her With Wealth and Went Away With Something Dearer to Any Woman. See Miss du Pont in "The Golden Gallows."

Are You Temptation-Proof?

—SEE—

MISS DU PONT

—IN—

"The Golden Gallows"

Her Sweetheart Was a Member of "One of the Best Families" — So He Couldn't Understand Why She Should Inherit a Fortune from a Man Who Was no Relation to Her. See Miss du Pont in "The Golden Gallows."

LYRIC THEATRE ALL NEXT WEEK

He Wouldn't Believe Her! He Told Her She Was Not "His Kind" and — Went Away. When He Came Back He Found She Was His Mother's Best Friend! What Better Revenge Could Any Woman Devise Than That Taken by the Heroine of "The Golden Gallows?"

❦

She Inherited a Million from a Man She Wasn't Even Engaged to and Thought Herself Lucky — Until the World Began to Talk. See "The Golden Gallows."

❦

Should a Woman Accept a Million Dollars Left Her by a Man no Relation to her? The Heroine of "The Golden Gallows" Thought She Should — the Man Was Dead and There Could Be no "Strings" to It.

❦

A Chorus Queen Said Her "Friend" Had Left Her His Fortune Simply Because He "Admired" Her. Did the World Believe Her? See Miss duPont in "The Golden Gallows."

❦

The World Had Its Own Private Opinion of Why Leander Sills, Wealthy Clubman and "Admirer" of Willow Winters, Left Her a Vast Fortune. This Wealth Became "The Golden Gallows."

FOR THE HERALD

Virtue is spoken of by some writers as a very firm and definite thing, eaily recognized, while other authors have described it as the most intangible and uncertain element in a human mind. But whichever it is, it provides the theme for "The Golden Gallows," the Universal picture starring Miss du Pont at the.........................Theater. The heroine has a hard time with a million or so that an "ardent admirer" left her when he died, the world refusing to believe that any woman could inspire such magnanimity with only "casual friendship."

Star and Story of "The Golden Gallows"

A HUMAN being who hasn't an extravagance is not normal. We all have our pet extravagances.

Like any other person, Miss du Pont, star of the Universal special attraction, "The Golden Gallows," which comes to the.................................Theater next................................, has hers. But it happens that the two spendthrift joys she indulges in are particularly expensive and most costly.

One might be construed as being for her personal adornment, but as a matter of fact Miss du Pont's love for pearls is just that — a liking for the peculiar lustre and life in the gems which takes no consideration of how they affect her own appearance. They harmonize with her blonde beauty very nicely, but she would have them even if they didn't.

When a little girl she was given a string of valuable pearls by her grandmother. They were hidden away in a chest for several years until she "grew up." When taken out they were dull and lifeless. But within three days the magical transformation typical of pearls took place, and they glowed with transcendent beauty.

"I fell in love with pearls right then, and since they have always been my favorite gem," she explained.

The other way Miss du Pont has of nicking her enviable salary is entirely different. It has to do with the adornment of her home, a California bungalow nest, and the grounds about it—but again, the adornment is not the reason for her extravagance. She buys the rarest flowers and plants and keeps some one working on them all the time. She uses the shears and trowel herself — but it is all for love of the things themselves.

MISS du PONT
UNIVERSAL STAR

NINE GOOD REASONS WHY "THE GOLDEN GALLOWS" WILL MAKE MONEY FOR YOU

1—The popularity of Miss du Pont, star of "The Rage of Paris," "False Kisses" and "Shattered Dreams," who has built up from the position of "beginner" to recognized standing as a worthy star.

2—The sensation created by "Foolish Wives," the Universal million-dollar masterpiece in which Miss du Pont plays the leading feminine role. The woman whose work is exciting critics the country over in the first real million-dollar picture ever made, should attract every kind of an audience.

3—The presence in the cast of Douglas Gerrard, noted English actor, Edwin Stevens and Elinor Hancock, who had standing on the stage of the highest type before they became leading character performers in pictures.

4—The lure to young and old of a story of the theater world and its people; most of the story being in the theater and all the players in the film being former stage people.

5—The fact that Jack Mower, one of the screen's handsomest and most popular players, is the leading man opposite America's spectacular blonde beauty.

6—The value of a striking array of gowns and clothing worn by Miss du Pont as the star of a musical comedy company in the picture.

7—The knockout punch in the theme: should a woman accept a fortune left her by a man who was not her husband, fiance or relative?

8—The chance to see in "The Golden Gallows" several of Southern California's most beautiful country estates on which multimillionaires have lavished great wealth, used in the filming of the story.

9—The fact that gossip and newspaper notoriety, things every one sees every day, ruining lives with a ruthless touch, bring about the chief developments in a strongly dramatic plot. Every one has seen it happen!

CAST

Willow Winters	**MISS du PONT**
Peter Galliner	**Jack Mower**
Mark Buckheim	**George B. Williams**
Alexander Riche	**Douglas Gerrard**
Leander Sills	**Edwin Stevens**
Cleo Twayne	**Eve Southern**
Mrs. Galliner	**Elinor Hancock**
Flo	**Barbara Tennant**

AT A GLANCE

TITLE—"The Golden Gallows."
BRAND — Universal Special Attraction.
STAR— Miss du Pont.
PREVIOUS SUCCESSES — "Foolish Wives," "False Kisses," "Shattered Dreams."
SUPPORTING CAST — Jack Mower, George B. Williams, Douglas Gerrard, Edwin Stevens, Eve Southern, Elinor Hancock and Barbara Tennant.
DIRECTED BY — Paul Scardon, particularly fitted to direct a picture of theatrical life because of twenty years' experience with famous stage stars. He directed Miss du Pont's two preceding successes, "False Kisses" and "Shattered Dreams."
STORY BY — Victoria Galland, published in a popular magazine.
SCENARIO BY—Harvey Gates.
PHOTOGRAPHED BY — Ben Reynolds.
LOCALE—New York City and an up-State home.
TIME—Present.

Willow Winters, a chorus girl who is suddenly elevated to stardom by an accident to the star, has a true friend in Leander Sills, who became that when he found he could not buy her with all his money; Sills is killed by a former sweetheart of his and his will leaves his fortune to Willow. The money, at first a blessing, becomes a "golden gallows" when the public opinion whispers that there were good reasons why Leander Sills should leave his money to Willow. The scandal reaches Peter Galliner, scion of a fine old Boston family, who loves Willow, and in his anger he denounces her and leaves the country. When he returns he finds Willow ensconced in the good graces of his own mother! The fight between his manhood and his suspicious nature begins. It ends only when faith returns.

Carl Laemmle
present

"The
Golden

Starring

Miss du

Leading Woman in th
"Foolis

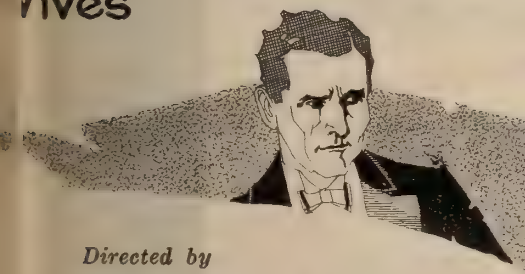
Story by
Victoria Galland

Gallows"

A sure-fire heart story of how a new kind of Chorus Girl handled some ancient temptations

PONT

illion dollar Super Jewel
ives"



Directed by
Paul Scardon

UNIVERSAL SPECIAL ATTRACTION

What more can I say?

Carl Laemmle

From Exhibitors Herald

Ten Pictures That Made Money for Me

1. Conflict.
2. Reputation.
3. Outside the Law.
4. No Woman Knows.
5. The Fox.
6. The Kid.
7. Seven Years' Bad Luck.
8. Bob Hampton of Placer.
9. Scrap Iron.
10. The Greatest Love.

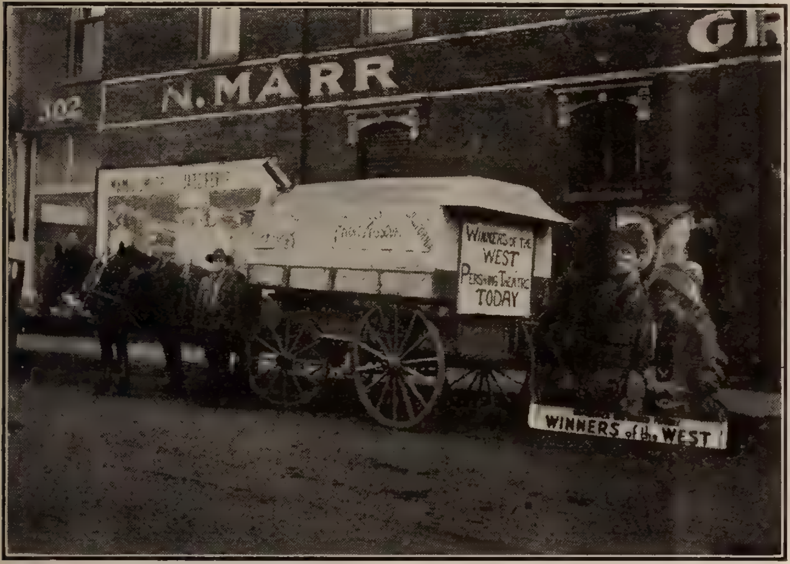
"Conflict" the best of them all.

G. H. JENKINSON,
Victor theatre,
Minoqua, Wis.

UNIVERSAL-JEWELS

EXPLOITATION SUGGESTIONS

PRAIRIE SCHOONER PUTS OVER "WINNERS OF WEST"



William Parsons, Manager of the Pershing Theater, Joplin, Mo., Used to Advantage a Suggestion from the "Winners of the West" Press Book in Exploiting the Acord Continued Feature. The Prairie Schooner Was Put on the Streets of Joplin One Week Prior to the Opening of the Universal Chaptered Photoplay. On the Side of the Vehicle Which Does Not Appear in the Illustration Were Two Signs Reading: "Kit Carson Special" and "Schooner No. 1." The Name of the Theater Was Withheld Until the Day of Showing.

Send us photographs and descriptions of your lobbies, fronts and ballyhoos on Universal productions. Be sure your name and theater are on the backs of all pictures. Address all communications to "The Chat Page," The Moving Picture Weekly, 1600 Broadway, New York City.

USE OLD SCENERY IN LOBBY DISPLAY

Noble Hearne, of the Frolic Theater, San Francisco, sends in a description of another capital lobby display for the Universal-Jewel feature, "Conflict."

The box office is a log cabin along conventional lines, but it is merely part of a display which includes a real waterfall with Priscilla Dean perched on the very brink of the falls, to emphasize the high point in the production.

Both sides of the foyer show painted drops with moulded rock in front. On one side is the river and the falls and on the other the town. Artificial vines and real shrubbery aid the effect. Mr. Hearne says that the display is comparatively simple to make and that he will be glad to go into details on request. It will be recalled that Mr. Hearne makes his rocks of pasteboard covered with bits of old scenery and then painting. It gives a decidedly better effect than a flat painting, and once you catch the trick it is not so difficult as it sounds.

HERE'S A KNOCKOUT!

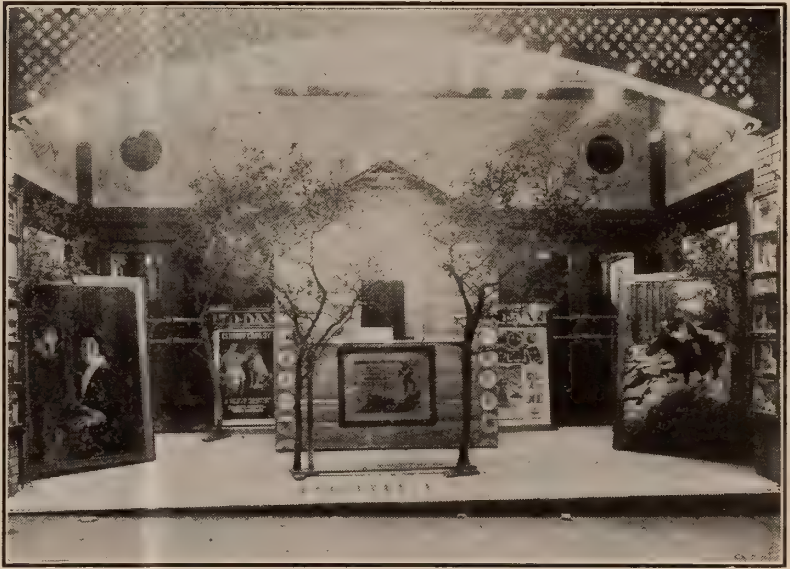
One of the best exploitation stunts of the month was put over by Manager F. B. Howard of the Magnet Theater, Barre, Vt., in arousing the interest of his patrons in a recent Universal Special Attraction starring Miss du Pont. The idea is of such originality and effectiveness that it is described here for the benefit of other exhibitors who have booked the picture.

Mr. Howard distributed among his patrons candy boxes containing, apparently, taffy kisses—each one wrapped neatly in colored glazed paper of different shades. When the waxed paper was removed it was found the "confections" consisted of small cubes of wood. The puzzled recipient, upon closer inspection, found printed on each wrapper:

MISS du PONT
—in—
"FALSE KISSES"
Magnet Theater,
Wednesday, February 1.

The editor of *The Moving Picture Weekly* wants to thank Mr. Howard for sending him a box of his "candy." His secretary, however, is not so grateful, as she nearly broke a couple of teeth trying to gobble up the "candy" before the editor arrived at his desk.

SIMPLE BUT EFFECTIVE LOBBY FOR "CONFLICT"



Night Photo of Princess Theater Lobby, Eastland, Texas, on "Conflict." Cabin Was Made of Beaver Board and Hand-Painted. Small Trees Were Live Oak Shrubs Gathered in Neighborhood. Manager A. C. Stalcup Says the Dean Universal-Jewel Pleased 100% and His Audience Was Very Enthusiastic in Complimenting the Manager on His Lobby and Program.

Spring's Coming! Pla

BABY PEGGY in

"Sea Shore Shapes"
"A Muddy Bride"
"Get-Rick-Quick Peggy"

LEE MORAN i

"The Straphanger"
"The Touchdown"

BROWNIE in

"Brownie's Little Venus"
"Brownie's Baby Doll"
"Chums"
"Golfing"

HARRY SWEET in

"Mamma's Cowpuncher"
"Playing 'Possum"
"The Dumb Bell"
"Shipwrecked Among Animals"

Rooted deep in laughter –

Your Century Plant

Sid Grauman, Managing Director D. J. Grauman, President

GRAUMAN S MILLION DOLLAR THEATRE

Broadway at Third
LOS ANGELES,
CALIFORNIA

January 21

Mr. C. L. Theuerkauf, manager,
Universal Exchange,
Los Angeles, Calif.

Dear Sir:

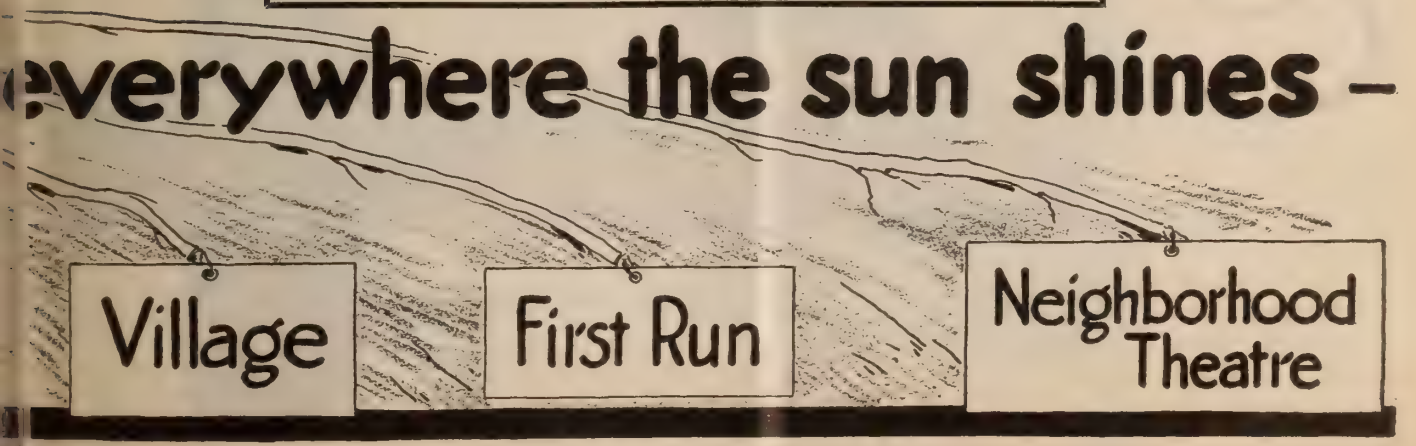
Our exhibition of the comedy, "Chums," in which Baby Peggy Jean and "Brownie" are featured, at the Grauman Million Dollar Theatre during the weeek of January 16th, proves more than ever the value of showing wholesome motion pictures.

That "Chums" won the appreciation of the audiences which viewed it cannot be questioned.

That appreciation is reflected unanimously in the opinions of the newspaper critics who reviewed the film.

The screens of the Grauman theatres will always be open for motion pictures which provide such desirable, clean entertainment.

Very truly yours,
(Sig.) SID. GRAUMAN,
Managing Director,
Grauman Theatres.



LINE UP THE CHILDREN AT YOUR BOX OFFICE

THEY'RE always there on "Secret Four" day — it becomes an unbreakable habit after the first episode.

There isn't a red-blooded youngster in the country who hasn't a healthy appetite for thrills — and this chapter-play gives them thrills at the rate of one a minute.

Get your share of this younger generation coin as others are doing. It has a merry ring in the cash till and the spirit of youth in an audience creates a healthy clientelle.

Get busy now. Book

UNIVERSAL'S

Thrill-a-Minute Chapter-Play

starring

EDDIE POLO

The SECRET 4

Directed by Perry Vekroff and Albert Russell

EXHIBITORS' OWN PAGE

"Cannot Get Enough of Them"

Jack Stewart, President Unique Theater, Hamilton, Ont.

Played Them All for 15 Years

Hamilton, Ontario.

Gentlemen:

I could write a whole lot about the good qualities of "Universal Film." The fact that I have been playing "Universal features," the long and short subjects, ever since there was a Universal Film Co., is sufficient proof of what we want to get the business. Only fault to find is we cannot get enough of them to fill in all our time.

The Westerns are great and will pack any house that displays your advertising matter, also your Special Attractions cannot be beat.

Fifteen years playing movies, will soon be as long at it as that little green boy up-country. Universal has proven our best winner.

Yours very truly,
UNIQUE THEATER.
Jack Stewart, Mgr.

Eight Years With "U"

Hamilton, Ontario.

Gentlemen:

I have been paying my good money into your Exchange for over eight years with one exception — when I took a gambler's chance on three big Productions. I think I have made more money with the Universal program than with any other.

In that time we have run all the Features and nearly all the small stuff you produce. The relative merits of the different Companies' programmes is a big subject and one which exhibitors as a rule do not take the time to study. Far too many exhibitors are bluffed with the tremendous advertising carried out by some of the big producing Companies, and judge their productions by the size of the advertising.

I wish to express my appreciation of the unfailing courtesy which I have always received in the years we have done business together; I don't remember that we ever had a dispute.

Yours truly,
FRED GUEST, President.
The Empire Theater.

"Made More Money Than Any Others"

Frederick Guest, Proprietor Empire Theater, Hamilton, Ont.

A 100% Universal User for 10 Years--They Get Me the Money

Hamilton, Ont.

Gentlemen:

I have shown in my theater every subject that the Universal has released this last ten years.

I use your features in the Red Mill every Monday, Tuesday and Wednesday. The other days I sometimes use features from other exchanges, but the Universal Features always get me the most money.

I'm a 100% Universal user and have made money and your firm has given me some of the best pictures I ever threw on the screen and that includes some of the biggest ones produced and I am giving it to you straight: any exhibitor who overlooks Universal is overlooking a wonderful bet.

Yours truly,
DAVE STEWART,
Manager.
Red Mill Theater.

Red Mill Theater, Hamilton, Ont., Manager Dave Stewart in Center.

Short Stuff Grows the Long Green!

Thrills and laughter are the fertilizer that makes a patronage flourish. Sow these seeds of prosperity and gather in the blossoms

LAUGHTER

Two-Reel Century Comedies

LEE MORAN in
"The Straphanger"
"The Touchdown

HARRY SWEET in
"Horse Sense"
"An Idle Roomer"
"Shipwrecked Among Animals"
"The Dumb Bell"
"Playing 'Possum"

BROWNIE, The Wonder Dog, in
"Circus Clowns"
"Chums"
"Around Corners"
"Tin Cans"
"Table Steaks"

BABY PEGGY, in
"Circus Clowns"
"Chums"
"A Muddy Bride"
"Get-Rich-Quick Peggy"

Two-Reel Jewel Comedies

JOE MARTIN in
"The Monkey Schoolmaster"
"The Monkey Bell Hop"

LEE MORAN in
"P. D. Q."
"Robinson's Trousseau"

THRILLS

JACK PERRIN in
"The Phantom Terror"
"The Danger Man"
"Both Barrels"
"The Rim of the Desert"

GEORGE LARKIN in
"The Call of Duty"
"Beauty and the Bandit"
"Raiders of the North"
"The Honor of the Mounted"
"The Fight Within"
"Roaring Waters"

EILEEN SEDGWICK in
"The Open Wire"
"A Woman's Wit"
"A Battle of Wits"
"The Girl in the Saddle"
"The Night Attack"

EDDIE POLO in
"The Return of Cyclone"
"Smith" Series

ART ACORD in
"Fair Fighting"
"The Call of the Blood"
"The Ranger's Reward"
"Matching Wits"

ALL - STAR
"Captain Kidd's Finish"

LAURA LA PLANTE in
"The Deputy's Double Cross"

PERCY PEMBROKE in
"Ned of the News"

CURRENT RELEASES

Special Attractions

Starring

HERBERT RAWLINSON

"The Millionaire"
"Cheated Hearts"
"The Scrapper"

◆

Starring

FRANK MAYO

"Dr. Jim"
"Across the Deadline"

◆

Starring

HOOT GIBSON

"Red Courage"
"Sure Fire"
"The Fire Eater"
"Headin' West"

◆

Starring

GLADYS WALTON

"High Heels"
"Playing With Fire"
"The Guttersnipe"

◆

Starring

MARIE PREVOST

"Nobody's Fool"
"A Parisian Scandal"
"Don't Get Personal"

◆

Starring

MISS duPONT

"The Rage of Paris"
"False Kisses"
"Shattered Dreams"
"The Golden Gallows"

"FOOLISH WIVES"

By and With
Erich Von Stroheim
(A Universal Super-Jewel)

Two Reel Releases

EILEEN SEDGWICK

"The Dream Girl"
"A Battle of Wits"

◆

JACK PERRIN

"A Bluejacket's Honor"
"The Phantom Terror"

◆

SPECIAL CAST

"The Open Wire"
"Fighting Back"

◆

ART ACORD

"The Ranger's Reward"
"Matching Wits"

◆

REGINALD DENNY

"The Leather Pushers" Series

◆

EDDIE POLO

"Cyclone Smith" Series

JEWELS

◆

PRISCILLA DEAN

"Conflict"

◆

"No Woman Knows"
(With Mabel Julienne Scott)

◆

"P. D. Q." (Two Reels)

◆

HARRY CAREY

"The Fox"

◆

JOE MARTIN

(Two Reels)
"A Monkey Schoolmaster"

Serials

Starring

HARRY MYERS

"The Adventures of Robinson Crusoe"

◆

Starring

GEORGE WALSH

"With Stanley In Africa"

◆

Starring

EDDIE POLO

"King of the Circus"
"Do or Die"
"The Secret Four"

◆

Starring

EILEEN SEDGWICK

"Terror Trail"

◆

Starring

ART ACORD

"The White Horseman"
"Winners of the West"

◆

Two Reel Century Comedies

"Shipwrecked Among Animals"
"The Straphanger"
"An Idle Roomer"
"Circus Clowns"
"The Touchdown"
"Horse Sense"
"Little Miss Mischief"
"Table Steaks"

◆

One Reel Star Comedies

"Oh, Nursie!"
"Fur Coats and Pants"
"Westward Whoa!"
"Almost A Rancher"
"Penny Ante"
"The News Maker"
"A Fake Quake"
"Watch Your Wallet"

INTERNATIONAL NEWS TWICE-A WEEK

WHAT THEATRE OWNERS ARE DOING

Praises Gibson Release

Mr. C. Kosco, manager and proprietor of the Broackwayville Theatre at Broackwayville, Pa., comes forward with the statement that he thought that Hoot Gibson in "Action" was one of the best pictures that he has had the pleasure of running since he played "Go Get It." What could be more convincing than this statement that Universal gives you high-class features at the price of programme pictures?

Gets on Band Wagon

Charles Freeman, the big picture magnate of the Penn, Regent and Star Theatres, New Castle, Pa., was in the Pittsburg Universal office one day last week and signed for the International News and "With Stanley in Africa," which makes him a one hundred per cent Universal account. Charlie could not do any better if he tried.

Picks Carey's Successor

Paul Thomas, manager of the Casino Theatre, Greensburg, Pa., says that Harry Carey in "The Fox" got him more real money than any picture he has run in the last two years. Paul says that Harry Carey is always a sure bet for the Casino, and now that Hoot Gibson is in five-reelers, he bids fair to go Carey one better.

Louis M. Boas, Universal Enthusiast.

Likes Universal Films

Louis M. Boas, general manager of fifteen New England theatres, has been a constant user of Universal service for the past five years without interruption. Every one of Mr. Boas' chain of playhouses is using Universal service of some sort. Mr. Boas' chain consists of the following theatres: Academy of Music, Bijou, Empire, Rialto and Nickelodeon, Fall River, Mass.; Colonial, Bijou, Strand and Newport Opera House, Newport, R. I.; Strand, Portland, Me.; Premier and Strand, Newburyport, Mass.; Central Square, Waltham, Mass., and Rialto, Lowell, Mass.

Take Over "Nixon"

Dinsmore Brothers, of the Majestic and Grand Theatres, Patton, Pa., have taken over the Nixon Theatre at Carrolltown, Pa. One of the first things Jake Dinsmore did after the transfer of papers was to write for the Universal representative to come and arrange his service, so that he could use it two days instead of one, as heretofore.

"THE SECRET FOUR"

Episode Ten

"The Creeping Doom"

JIM'S and Nadine's fall has been broken by a loose dirt slide. They pick up the broken pieces of the Buddha, but have no time to search the broken pieces for the envelope before Reynolds and Walgrove appear in pursuit. Nadine and Jim follow the ravine and reach the mountains nearby.

While Reynolds and Walgrove continue on their trail, Jim and Nadine are sighted by a band of smugglers, who ambush Jim and Nadine and take them to their den.

Walgrove and Reynolds, who are pursuing, see the capture and follow to the den. The mountaineers attack them.

The fight between Walgrove, Reynolds and the mountaineers is seen by Jim and Nadine. Also Jim sees the face of the Shifting Shadow peering out from the bushes. Jim hastily scratches a message for help on the first thing handy, the back of a shipping book—the shipping book which tells where the third and last Buddha has been shipped.

Reynolds and Walgrove are captured and thrown into the same place as Jim and Nadine. The broken pieces of the bust lie on a rock midway between them.

Jim and Nadine escape. Jim tells her the third Buddha is at the hunting lodge of a Mrs. Kent, and they will make for there.

Jim and Nadine discover Walgrove and Reynolds following them. Jim and Nadine get in and paddle out into the stream, barely escaping Walgrove and Reynolds. The paddle falls overboard and floats away. Helplessly the canoe drifts out into mid-stream, is caught in the current, and carried toward a falls a hundred yards away.

"MATCHING WITS"

Two-Reel Western

Starring ART ACORD

ART SOMERS of the Northwest Mounted is sent by Inspector Newton to round up a band of rum-runners, headed by Rene LeMaire. Mary, the inspector's daughter, is rescued by Art when her horse shies at the flash of a heliograph signal used by the smugglers.

Newton is suspended on a charge of aiding the rum-runners. Mary and Art walk into the smugglers' den and are made prisoners. They manage to overpower their guards; Mary rides to get a posse, while Art faces his captors. He is getting the worst of it when Mary and the rescue party arrive.

Le Maire suddenly breaks loose and rides off with Mary, but is pursued and overtaken by Art. Later her father is reinstated and all ends well.

"TABLE STEAKS"

Two-Reel Century Comedy

Starring BROWNIE

BROWNIE is the guardian of the county hotel. He carries the grips, hats, etc., of the city guests, and is the playmate of the owner's son.

When Smith reaches the hotel—the city of table steaks, as it were—he falls in love with the owner's sweet daughter, Bartine. Charlie also is in love with the daughter, and the affair becomes an earnest one.

Smith is progressing wonderfully. His final obstacle—the little brother—is conquered with a quarter, and Smith winds up his love career by running off with Bartine and marrying her.

International News No. 10

Rome, Italy.—No more beggars in Eternal City.

Miami, Fla. — Society folk stage Japanese pageant.

San Francisco Bay, Cal.—Tremendous tide sends transport aground.

New Orleans, La.—Here's the newest world's champion.

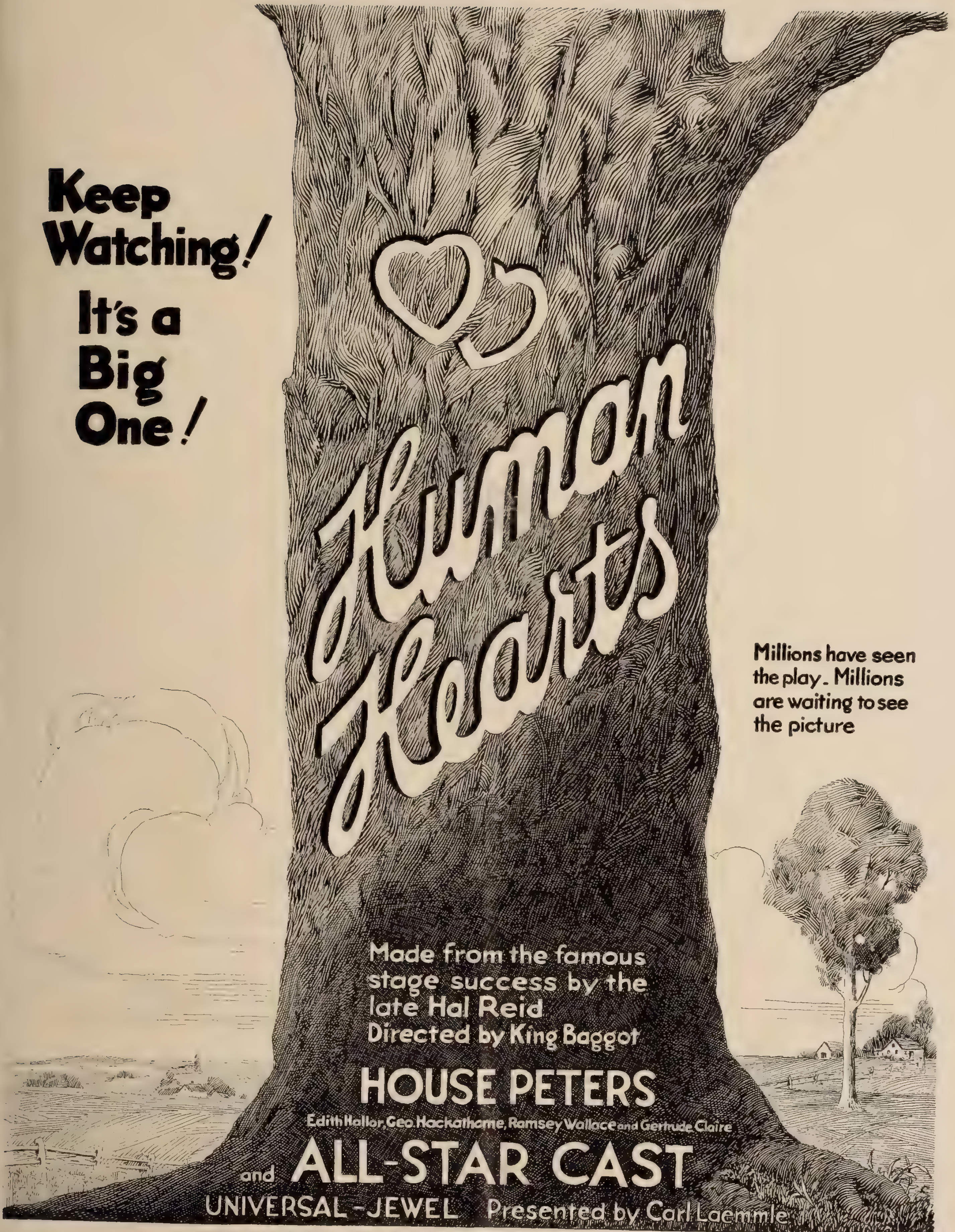
Moscow, Russia. — Soviet crack troops reviewed from air.

Long Beach, Cal.—Aerial daredevil handcuffed!

Tad Cartoon.

Keep Watching!

It's a Big One!



Millions have seen the play. Millions are waiting to see the picture

Made from the famous stage success by the late Hal Reid
Directed by King Baggot

HOUSE PETERS

Edith Hallor, Geo. Hackathorne, Ramsey Wallace and Gertrude Claire

and **ALL-STAR CAST**

UNIVERSAL-JEWEL Presented by Carl Laemmle

Maude George

as the Princess Olga Petschnikoff in

"FOOLISH WIVES"

The MOVING PICTURE WEEKLY

VOL. 15 NO. 3
MAR. 4th, 1922

HARRY C. MYERS
as
Robinson Crusoe
in
Universal's Serial

From Carey to you –

To My Exhibitor Friends Everywhere:-

"Man to Man" is the best picture I have ever made.

I'll stand on that assertion, and you will agree with me when you have played it.

When I completed "The Fox" several months ago, I believe I achieved my greatest ambition--and up until that time, I had, because "The Fox" was a box-office clean-up wherever played. It was a big picture, and it made big money for you.

Then one day someone handed me Jackson Gregory's famous novel, "Man to Man." I read it, and knew that at last here was the story I had waited years for. I saw that the role of 'Steve Packard' was the one I was perfectly fitted for. I saw in the gripping action and vivid romance material for the screen that would hold any audience as no Western story had ever done before. I saw its tremendous possibilities as a box office attraction.

Universal immediately bought the story--Stuart Paton and I made it. And when it was done I knew that I had made the biggest and surest-fire winner I had ever made.

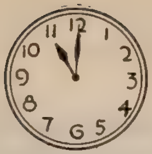
I have never advised you wrongly --book "Man to Man" and watch it send your box office record sky-hooting.

Sincerely yours,

HARRY CAREY

"MAN TO MAN"

Line Half Block Long!


House Opened!!

House Full!!!

AT $5.00 TOP!

(Telegram)

Los Angeles, February 16, 1922

Universal Film Mfg. Co., New York

Opening "Foolish Wives" Mission Theatre last night. Most auspicious opening history Los Angeles. Crowds completely blocked traffic. Necessary to have police handle crowds. Most critical audience ever assembled, both professional and laymen. Applause during and at finish of picture. Everyone agreed should be greatest box office attraction ever released because everyone goes away talking about picture. Hundreds turned away. At ten thirty this morning line half block long waiting to buy tickets. House opened eleven o'clock; at eleven thirty house full. Let's go.

Edw. Armstrong

"You are my prisoner----"

Trapped! . . . by this thing that sought to dazzle her heart with his wealth—to make her his chattel by the lure of beautiful clothes and magnificent jewels—this beast who had dared to offer her marriage—how she had laughed at him!—and now he had trapped her in this empty house on the moor!

Excitement !

She fought like a wildcat

He stepped toward her and she rushed from the room. Up the stairs she fled, fear and anger giving her strength and swiftness she had never known before. At last he caught her—and the wildcat so long hidden in this calm, beautiful lady clawed, scratched and tore—she fought madly, wildly for her life and honor. And then his brute strength overcame her and she swooned.

Action !

Priscilla Dean in

Why she left England

She regained consciousness. Where was she? What had happened? Where was this beast? She turned to look and suddenly sat back stark and staring—there on the floor—My God!—he was dead! Who had murdered him? Who had saved her? Then came thoughts of the awful publicity and scandal. She must leave at once. She rushed from the house screaming.

***Mystery*!**

Lost in So. African desert

Trekking over the burning sands of the South African desert, she wandered from her wagon-train one day and was lost. She screamed—shouted—called. The sunbaked air even refused to give her an answering echo. Nothing to eat—nothing to drink—she ran, she walked. Water! She wanted water! She staggered, stumbled—Great God! 'twas driving her mad! Water—water—there it was! She put her hand forward, only to find it the delusion of her half-mad brain—it was a mirage!

***Drama*!**

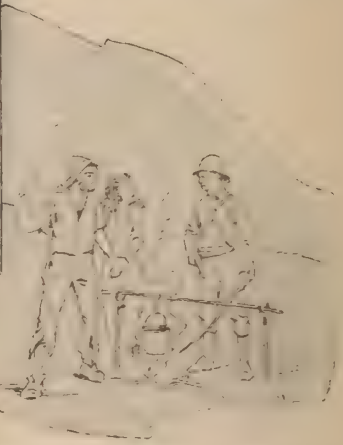
"Wild Honey"

presented by
Carl Laemmle

The white captive

She heard creaking sounds as of wheels—listened tense, still. Suddenly she rushed forward yelling as loudly as she could. It was a wagon! Reaching the leader of the wagon-train she balanced unsteadily a moment and then fell exhausted at his feet. He poured water down her throat—placed her in his lap and held her close; his bleared eyes staring off into space, a sly smile playing about his thick lips. "She, pretty — alone — and she's mine!"

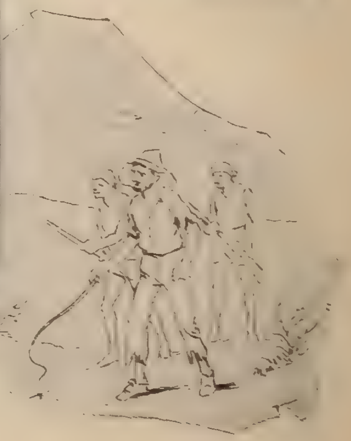
Danger !



"Halt -- don't move !"

Lady Vivienne and this handsome stranger who had wandered into camp towards evening were now dealing swiftly and ruthlessly with this desert rat and his black savages. Vivienne's honor was at stake—the renegade recognized but one law: force—and they meant to let him feel it if he blocked their escape.

Suspense !



Carl Laemmle
presents **Priscilla Dean** in

"Wild Honey" and love

And then came those unforgettable moments on the banks of the sun-bathed stream—"the sting of the sweet wild honey"—that great moment when they kissed and love made their hearts as one—dreams were young once more—youth and life again seemed worth while—and the world was a happy place to live in . . .

Romance!

The terrible flood!

And then—the plot—the explosion of the great dam—the crashing through of the pent-up waters—the maddened flood rushing on, sweeping all before it, wiping out homes, leaving destruction and waste in its wake—tearing down upon the South African valley . . . a scene you'll never forget as long as you live!

Thrills!

"Wild Honey"

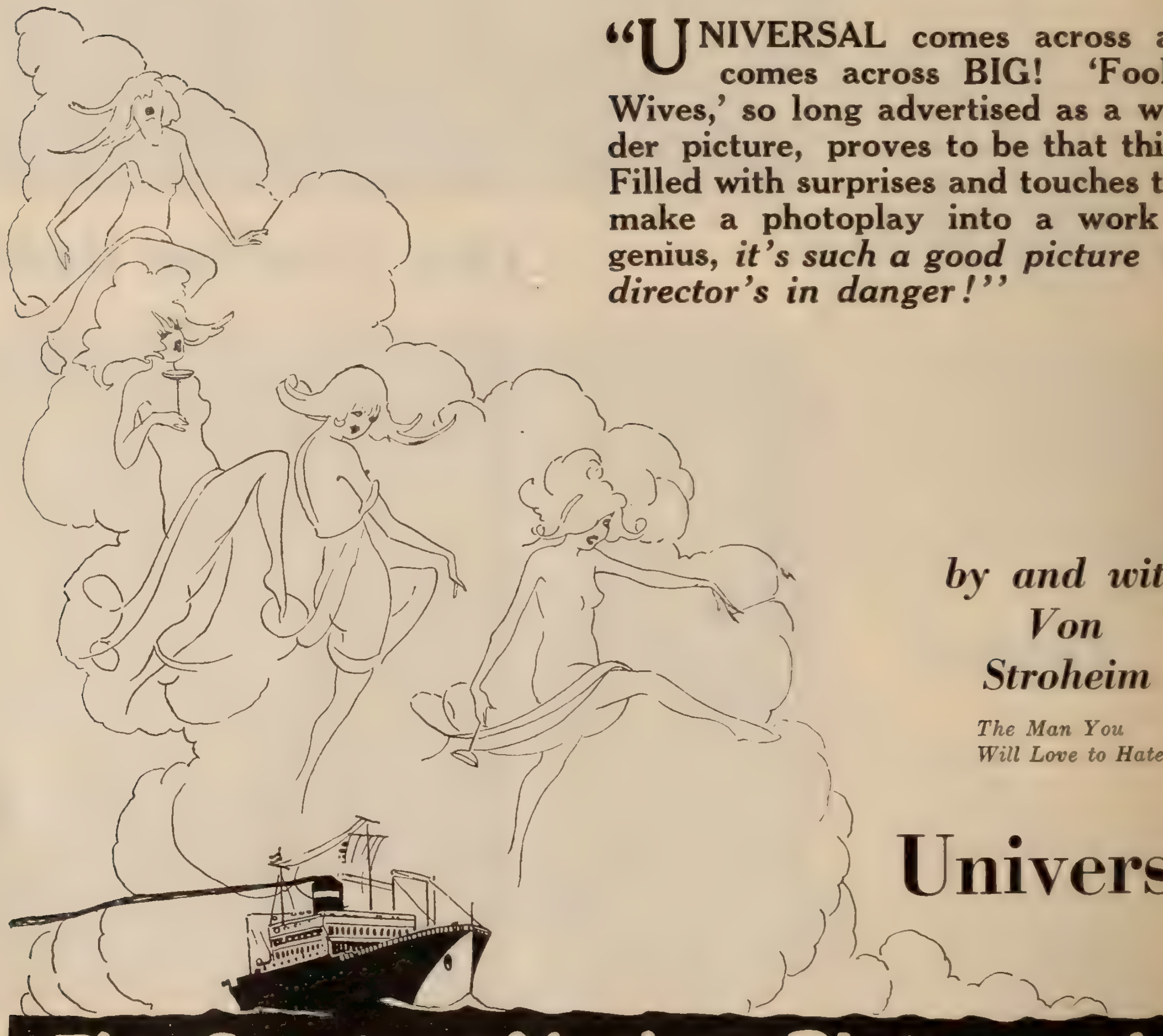
Universal-Jewel

"FOOLISH

A million dollars' worth of things you never knew

Mae Tinee in Chicago Tribune says:

"UNIVERSAL comes across and comes across BIG! 'Foolish Wives,' so long advertised as a wonder picture, proves to be that thing. Filled with surprises and touches that make a photoplay into a work of genius, *it's such a good picture the director's in danger!"*



by and with Von Stroheim

The Man You Will Love to Hate

Universal

The Greatest Moving Picture that

WIVES"

Carl Laemmle's Everlasting Triumph!

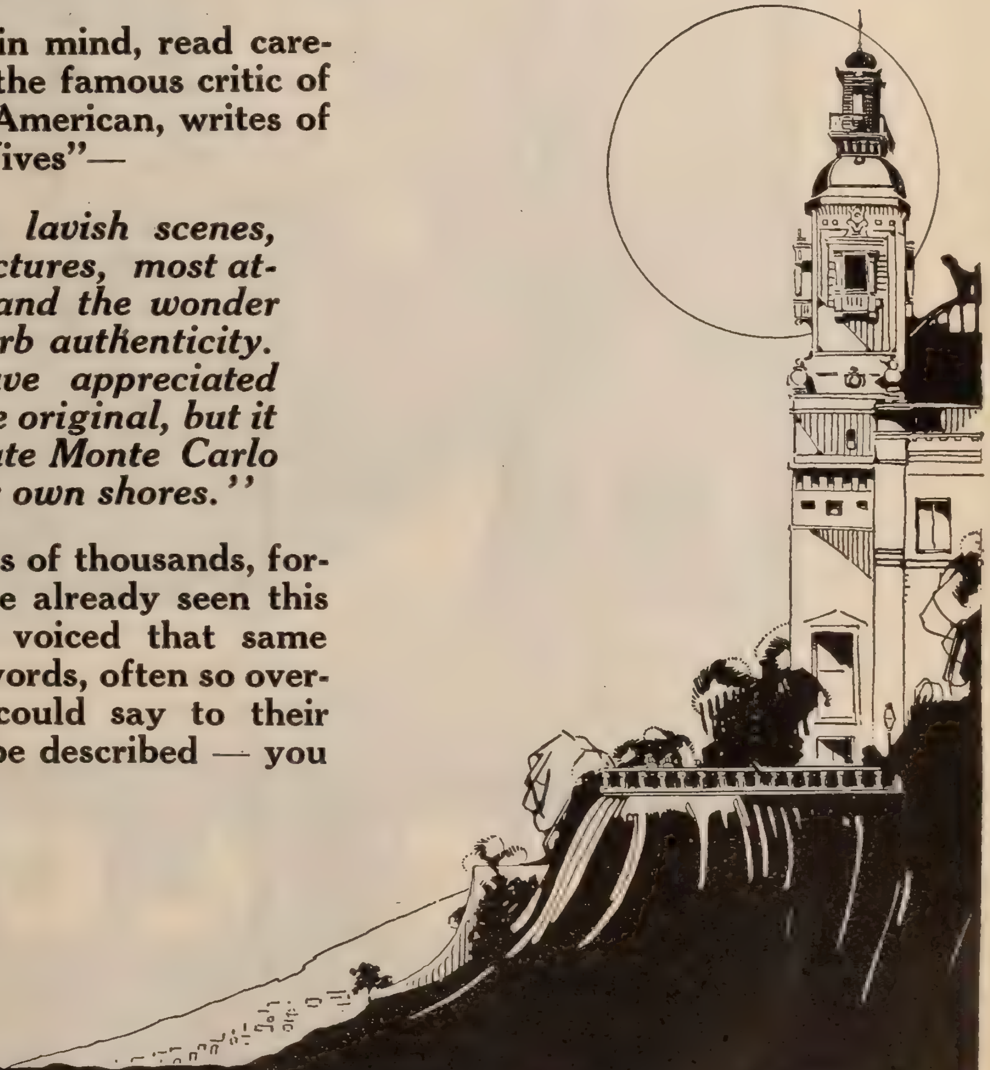
A mighty drama set in the sunniest Paradise of Fashion on Earth!

A GREAT critic is but the mouthpiece of a great every-day public. His business is to have his hand on its pulse always — he voices its likes and dislikes, its tastes and its judgments.

With this thought in mind, read carefully what Rob Reel, the famous critic of the Chicago Evening American, writes of the sets in "Foolish Wives"—

> ***"There are most lavish scenes, most beautiful pictures, most attractive settings, and the wonder of it all is its superb authenticity. We may not have appreciated Monte Carlo in the original, but it is easy to appreciate Monte Carlo thus rebuilt on our own shores."***

How many hundreds of thousands, fortunate enough to have already seen this mighty drama, have voiced that same thought in their own words, often so overcome that all they could say to their friends was "It can't be described — you simply must see it!"



Super Jewel

he Mind of Man has ever Conceived

RIGHT WHE

IN

Carl Laemmle offers

"THE LEATH

FEATURING
REGINALD
DENNY

E IT BELONGS
ELECTRIC LIGHTS

CLASS — novelty — drawing power! They stick out all over these remarkable short super-features like quills on a porcupine. They've got the biggest showmen in the country gasping with admiration and the gasps are being answered with a flood of bookings that is sweeping this series into the finest and best run houses everwhere. **Ascher Brothers** have booked it for their entire circuit of nineteen houses in Chicago and their two first-run houses in Milwaukee and Cincinnati — and they're playing it up where it deserves to be played up, **RIGHT ALONG WITH THE BIG PROGRAM FEATURES.**

ASCHER'S LUXURIOUS ROOSEVELT THEATRE IN CHICAGO

MILLIONS read the stories in Collier's Weekly — millions are now reading them in daily newspapers all over the country. They've got the jump on any other short reel feature now — after you play the first one this jump will become a bound. **Get busy with your Universal Exchange today.**

ER PUSHERS"

FROM THE FAMOUS SERIES BY H. C. WITWER
PUBLISHED IN COLLIER'S WEEKLY
DIRECTED BY HARRY POLLARD

UNIVERSAL-JEWEL

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor*
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Vol. 15 MARCH 4, 1922 No. 3

UNIVERSAL MOVIEGRAMS

THE title of Hoot Gibson's next picture has been changed from "The Singin' Kid" to "The Bear Cat." It was directed by Ed Sedgwick from an F. R. Buckley story.

* * *

ON account of her success with Frank Mayo in "Tracked to Earth," Virginia Valli has been chosen for the girl part in "The Storm," which Reginald Barker is directing at Universal City. House Peters and Matt Moore play the other two important rôles.

* * *

ROY ATWELL, well-known legitimate stage comedian, and Ethel Ritchie have been teamed up at Universal City for a series of single reel Star comedies. You will remember Ethel best as the beautiful wife of the sheik in "The Virgin of Stamboul."

* * *

ALTHOUGH "Wild Honey," Priscilla Dean's next picture, will not be released for some time, it will have a pre-release showing at the Central Theatre in New York, starting on March 2nd.

* * *

WHEN Universal saw "Human Hearts" for the first time in New York and realized the emotional intensity of the picture, they resolved to make another "Foolish Wives" of it. It will not be released untill Fall.

* * *

THE most unusual pre-view ever held was the one which Universal gave to Louis Victor Eytinge in the State penitentiary at Florence, Arizona. Eytinge is a "lifer" in the penitentiary, and from his cell sent out his photoplay entitled "Peterman." The company liked the play, but not the title, and asked Eytinge and his companions in the blue-gray penitentiary to select a title.

HERE'S a funny one: The title of Frank Mayo's next picture is "The Way Back," and here's Frank on the way back to California after a four-weeks' vacation.

* * *

WHILE little Gladys Walton is on a personal appearing tour, her next two pictures, "The Guttersnipe" and "Second-Hand Rose," are being cut and titled at Universal City.

* * *

SHE is Blanche Payton, the tallest woman on the screen, is six feet four and she plays in support of Baby Peggy, the three-year-old Century star, who is the smallest on the screen. Baby Peggy, who is at the head of her own company of grown-ups, will get a lot of laughs when contrasted with the robust Blanche, who was chief of policewomen at the San Francisco fair. Miss Payton is a splendid actress. She received much of her training in vaudeville.

* * *

"GET UP" is to be the title of Lee Moran's next comedy for Century. It is a "society prize fight picture," and in order that a realistic prize fight might be staged for the film, Jack Dempsey was called in on consultation. Dempsey is a friend of both the star and his director. Fred Hibbard.

* * *

BABY PEGGY is the 36-pound star of Century Comedies, and in her next picture, "The Little Angel," she breaks the record for a pretty hefty cast of grown-ups to support her. Blanche Payton not only is six feet four, but weighs 210; Fred Bretherton 240, and Dick Smith 190. Arvid Gillstrom is directing Baby Peggy in the story which shows her putting the reverse English on the title. In every way she is "The Little Angel"—not. One of the features of the film is Peggy's own way of teaching fat ladies how to reduce without dieting.

Universal First to Adopt Will Hays' Suggestion

Carl Laemmle Announces That Universal has Started the Production of a Boy Scout Serial

DURING one of the preliminary conferences between Will H. Hayes and the leaders of the motion picture industry, at which conference Carl Laemmle and R. H. Cochrane were present, Mr. Hays asked these men why they didn't produce a number of pictures along certain educative and institutional lines. He asked particularly why they did not make a comprehensive Boy Scout picture which would bring into proper relief the wonderful work being done by this organization among the boys of this country. Mr. Laemmle and Mr. Cochrane immediately resolved to adopt this advice of Mr. Hays. Universal is first to put into effect the first suggestion of Mr. Hays.

Work Already Started

As a result, they have already started at Universal City preliminary work on the serial.

"Universal is not insensible to the difficulties in the way of making a Boy Scout serial," said Mr. Laemmle, en route to Universal City, where he will spend the greater part of this spring. "In the past these difficulties have been almost unsurmountable, and I imagine that the Boy Scout organization itself has almost despaired of ever having a motion picture film made which represented in any adequate, helpful way its ideals and its practise. But it seems to me that this present time is extremely opportune for just this type of picture, and Universal has resolved to take advantage of the popularity of educational and historical serials which it has discovered and fostered to bring out a Boy Scout Serial.

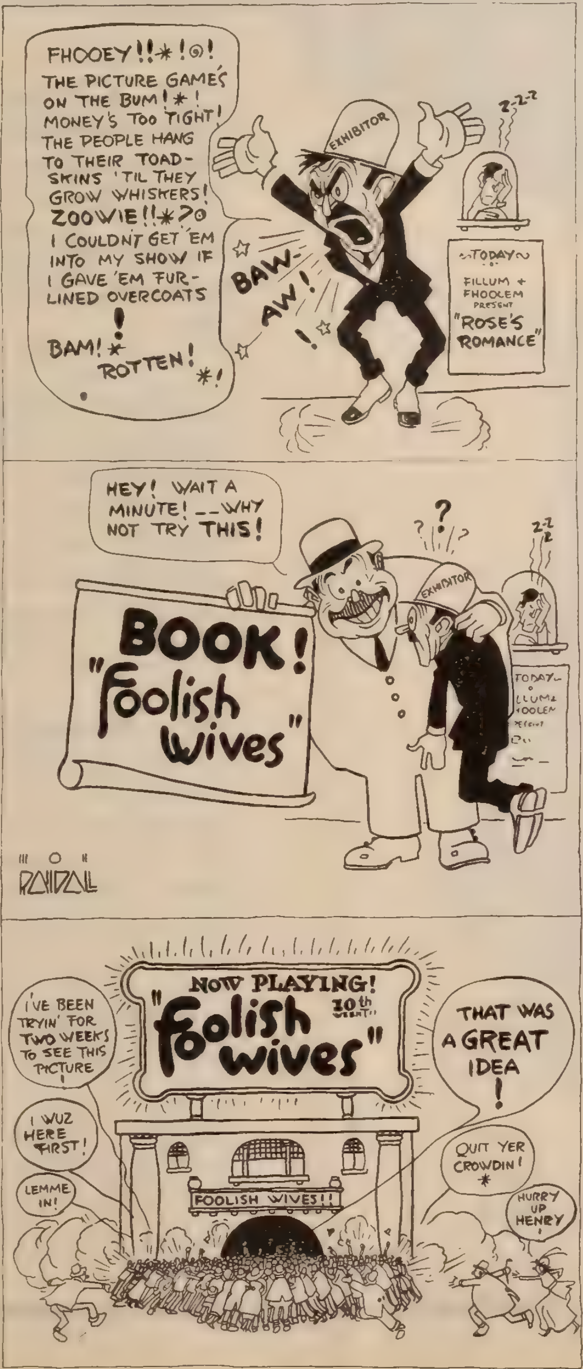
Exhibitor Profits

"It will be our greatest and most heartfelt endeavor to make this serial as typical of scouting as it can possibly be made. We are earnestly seeking the assistance of the Boy Scout authorities and leaders, not only to prevent our producing on the screen something which will be colorless, neutral, neither helpful nor harmful, but to assist us in producing something which will be of actual assistance to this vitally active American organization.

"A year ago it would have been impossible to contemplate even such a thing as the kind of serial we mean to produce. The times would not permit it. No one had blazed the way, no one had discovered that the people who see serials would patronize such a serial. A few years ago they wouldn't and exhibitors can't be blamed for hesitating under such conditions from encouraging that type of picture," continued Mr. Laemmle.

"But now exhibitors know that people will go to see pictures of the type of 'Winners of the West' and 'With Stanley in Africa.' We have blazed the trail and we have proven to our own satisfaction and I might almost say amazement, that they make more of a hit with exhibitors and patrons than even the old type of serials did. I am certain that they will respond as readily to a properly produced Boy Scout serial as to any idea we have had for serials."

"Whad'dya Mean — 'Hard Times'?"


FHOOEY!!*!@! THE PICTURE GAME'S ON THE BUM!*! MONEY'S TOO TIGHT! THE PEOPLE HANG TO THEIR TOAD-SKINS 'TIL THEY GROW WHISKERS! ZOOWIE!!*?0 I COULDN'T GET 'EM INTO MY SHOW IF I GAVE 'EM FUR-LINED OVERCOATS ! BAM!* ROTTEN! *!
EXHIBITOR
BAW-AW!
Z-Z-Z
TODAY FILLUM + FHOOLEM PRESENT "ROSE'S ROMANCE"
HEY! WAIT A MINUTE! __WHY NOT TRY THIS!
BOOK! "Foolish Wives"
?
Z-Z
EXHIBITOR
RANDALL
NOW PLAYING! "Foolish Wives" 30th WEEK
I'VE BEEN TRYIN' FOR TWO WEEKS TO SEE THIS PICTURE !
I WUZ HERE FIRST!
LEMME IN!
THAT WAS A GREAT IDEA!
QUIT YER CROWDIN'!
HURRY UP HENRY!
FOOLISH WIVES!!

E. J. SMITH TO MAKE SURVEY OF EUROPE FOR MR. LAEMMLE

E. J. Smith, formerly District Manager of the Central Atlantic Division and Exchange Manager of Universal's Philadelphia Exchange, will sail for Europe on Tuesday, February 28th, on the Aquitania on a personal mission for Carl Laemmle. Just before he left for Universal City, Mr. Laemmle summoned Mr. Smith and appointed him his personal representative to make a comprehensive survey of Great Britain, France, Norway, Sweden, Spain, the Netherlands, Italy, Germany and the new Central European republics.

On April 30th the contract between the Universal and the Film Booking Offices of London expires. Several propositions have been made to Mr. Laemmle looking toward the release of Universal pictures in Great Britain. Some of these offers include the Continent, and some only cover the British Isles. It will be Mr. Smith's first duty to make a report to Mr. Laemmle on the advisability of accepting any of these propositions, and if none of them is to be accepted, then to advise as to the proper manner in which Universal pictures should be released in Great Britain and Europe.

"ONCE TO EVERY WOMAN"

DOROTHY PHILLIPS

WE don't care what kind of patronage you appeal to, whether you are a large city or small town exhibitor, whether you have been doing good or poor business in the past months, we tell you "ONCE TO EVERY WOMAN" WILL FILL YOUR HOUSE TO OVERFLOWING.

And that's a statement authorized by past performances of this picture. Everywhere it plays the result is the same: capacity audiences always, record-breaking audiences a large part of the time. Hundreds of letters in our files from exhibitors all over the country extol the marvelous drawing power of this production.

Two internationally famous stars in a picture equal to any that has ever been made — that's what you have to sell. The avalanche of publicity the two stars and the picture have received individually makes it a cut-and-dried proposition. All you have to do is to announce the showing of "ONCE TO EVERY WOMAN" with DOROTHY PHILLIPS and RUDOLPH VALENTINO and your patrons will do the rest.

RUDOLPH VALENTINO

BOOK IT TO-DAY AND COLLECT YOUR SHARE OF "ONCE TO EVERY WOMAN" EXHIBITOR PROFITS THAT ARE WAITING FOR YOU.

UNIVERSA

PUT ON A VON STROHEIM WEEK NOW!

ERICH
VON STROHEIM

IF somebody showed you a spot where treasure was buried you wouldn't hesitate to go after it, would you? Of course you wouldn't!

Then don't hesitate now.

There's a whole lot of treasure buried in the pockets of your patrons, and all you have to do to have them bring it to you is to announce a Von Stroheim week.

Von Stroheim, director of "Foolish Wives," the first real million-dollar picture, has received more publicity than any man ever received before. His work has made him pre-eminent among directors. You know, as well as we do, the drawing value of pre-eminence in any profession. Babe Ruth and Jack Dempsey are examples of what exhibitors in other lines think of this value. VON STROHEIM IS THE BIG LEAGUE ATTRACTION IN YOUR PROFESSION.

Cash in on this value now by booking "BLIND HUSBANDS" and "THE DEVIL'S PASSKEY," his two great Universal-Jewel successes.

DO IT TO-DAY!

JEWELS

"DID MORE BUSINESS AND HAD BEST SATISFIED CROWD I HAVE EVER GATHERED UNDER A ROOF."
Frank D. Adams
Manager
Orpheum Theatre
Waycross, Col.

"Plain old-fashioned honesty demands that I write and tell you what an attraction, and I mean attraction when I say attraction, your film 'The Fox' proved to be. I have been in the exhibitors' end of the business for a dozen years and in those years I have used the cream of productions, all the so-called big pictures. Well, your 'Fox' is the record-breaker for me. I did more business and had the best satisfied crowd that I have ever gathered under a roof. I am telling these people who saw it and want to see it again that I am arranging for a return date. Does it convey to your mind just what an attraction it is when I state that it drew a larger crowd than 'The Four Horsemen'?"

Carl Laemmle Presents

HARRY CAREY

IN

"THE FOX"

Directed by
Robert Thornby

UNIVERSAL-JEWEL

Speed Up Release on "The Leather Pushers"

Universal Announces a Round Every Week After Third Episode;--Remarkable Praise for Witwer-Collier's Series

WHEN Universal first saw the remarkable moving pictures which had been made by Harry Pollard from H. C. Witwer's "The Leather Pushers" stories in Colliers, only two of them had been completed. Under these circumstances it was felt that it would be best to release them one a month. In a great many localities, however, the releasing of the series has been dependent upon a remarkable newspaper serialization tie-up which has now been effected in every territory. Owing to this, and the remarkable newspaper serialization made by Mr. H. L. Mesmore and Mr. Pollard, Universal feels that it can accede to the desires of a great many exhibitors in speeding up the releasing of the series.

Released Semi-Monthly

The announcement has just been made that after the third round or episode has been released on March 13th, the succeeding ones will be released one every two weeks, instead of once a month, as previously announced. Many exhibitors have felt that interest would be immensely quickened in these stories if they came nearer together, and inasmuch as the stories now running in the newspapers cover a period of only twenty weeks, the new releasing schedule will very nearly approximate the newspaper schedule.

Exploiting "Conflict" Easy as Rolling Off a Log

This Is How Ben Harding, Manager of Liberty Theatre, Council Bluffs, Ia., Exploited the Dean Universal-Jewel.

As a preliminary to exhibition, three rounds of the Witwer stories were shown to the most prominent sporting critics throughout the United States, and the praise which has been showered upon them from this expert angle has been extremely gratifying from the standpoint of realism and accuracy. Witwer himself was the host at the Los Angeles Athletic Club recently to a showing for sporting editors and writers on pugilism of the Los Angeles papers, and in other exchange centers gentlemen prominent in the sporting world were asked to pass upon "The Leather Pushers" pictures. As a result, each of these cities has contributed expert testimony as to the drawing power of this series. For instance, M. W. Hout, Sporting Editor of the Champaign News-Gazette, says:

"Should Create More Fans"

"'The Leather Pushers' as shown here had everything but the noise. It puts a new valuation on boxing and gives the fans an insight of the game as it is played. There is nothing indicating fake in the picture, and it starts and finishes with action. It should create more boxing fans."

Harry Turner, manager of the Calgary Boxing Commission, in a letter to the Canadian Universal, thanking them for an invitation to the first showing of "The Leather Pushers," says: "They are without doubt the finest I have ever witnessed and should appeal not only to the fight fans, but the public in general. Speaking of the bouts, well, they are wonderful, exceptionally clear and contain plenty of action."

William J. Lewis, Sporting Editor of the Independent of Streator, Illinois, says: "I viewed with great pleasure the first two reels of 'The Leather Pushers' shown at the Majestic Theatre in this city, and thoroughly enjoyed them. Those who have been following H. C. Witwer's stories in Colliers will find them even more entertaining on the screen, I am sure. While the pictures deal with the prize fighting ring, there is nothing about them that the 'fairer' sex would find objectionable."

"Series Is Educational"

K. E. Allen, Sporting Editor of the Kankakee Daily News, says: "I can recommend your motion picture, 'The Leather Pushers,' to all sport fans. The two reels I saw to-day were certainly fine and contain many thrilling incidents. The fight scenes are true to life, the boxers 'mixing it up' in real ring form, each taking considerable punishment. Denny, who takes the part of Kane Halliday, the hero, is the ideal man for the part. He has the look of a fighter, both in body and carriage, and evidently does know considerable about the game. Boxing is becoming more popular than ever, at least it is in this part of Illinois, and your film should go over big, for it gives interesting pictures of ring life."

Curley Anderson, Sporting Editor of the Moline Dispatch, says: "It is educational for those not close followers of the boxing sport, furnishes the necessary thrills to appeal to the fistic fraternity and serves as an incentive to budding athletes."

H. C. Witwer, author of "The Leather Pushers," says, in the Los Angeles Examiner:

Witwer Admits He's Good

"Nobody ever accused a real box-fighter of being able to double for Mary Pickford, but for once a handsome blonde has approached that profitable stage. His name is Reginald Denny and he's in the best picture I've ever seen. 'The Leather Pushers,' which is at the Superba. It's the best picture I've ever seen because I wrote the story and seldom go to pictures. Generally, when it comes to the animated snap-shots, I'm as green as 350 Irish flags, but it doesn't take any great light from above to discern the merit of this guy Denny. Universal sure filmed some real stories in 'The Leather Pushers,' repetition of the title being the foxy pass of this thing. I would urge all of Los Angeles to see the pictures, the urge being prompted with a watery eye to the royalty pennies."

Packed theatre to utmost capacity!

Says A. Ruttenberg
Manager, New Home Theatre
Detroit, Mich.

"ONE of the best box-office attractions I have had this season. On the opening day we packed the theatre to its utmost capacity and people stood in line from 1:30 in the afternoon until 9:30 that night. My patrons were delighted and I received a great many highly flattering compliments on the picture. We did nothing unusual to put it over, using only our regular lobby display and advance notices in our house program."

Carl Laemmle presents

MABEL JULIENNE SCOTT

WITH
STUART HOLMES
IN

"No Woman Knows"

THE AMAZING
STORY OF
"FANNY HERSELF"
BY EDNA FERBER
DIRECTED BY TOD BROWNING

UNIVERSAL-JEWEL PRODUCTION DE LUXE

Convicts to Select Title for Film

Tod Browning, Director, and Herbert Rawlinson, Star, Will Take "Peterman" Film to Arizona Penitentiary for Pre-View by Its Author, Louis Victor Eytinge

THE amazing amount of publicity which has been credited to Herbert Rawlinson's next Special Attraction provisionally called "Peterman," has induced Universal to make an unusual departure. "Peterman" was written by Louis Victor Eytinge, the famous life prisoner in the Arizona State Penitentiary. From his prison cell he has been sending all over the world to newspapers, magazines and individuals who are interested in his remarkable story information about this photoplay. In addition to that, the story of how he came to a full realization of the fruitlessness of his mis-spent life is carried in the current issue of Outlook Magazine. This story was the outcome of Outlook's offer of a prize for a six-hundred word letter on the turning point in an individual's life. The contest was one of the most successful ever conducted by a magazine.

Founded Magazine

Of hundreds received by the periodical, Eytinge's contained the greatest punch and the strongest human interest. It was too realistic to lack interest in a single line. It tells of the curio game in which he met with sufficient excitement to lure him into shadier fields of endeavor. He became a prominent figure in the world of collectors by founding Postage, a publication devoted to the interests of stamp collectors.

Defied Doctors

Then he felt the call of "easy money," he tells in his story, which he calls "Inside the Walls," and went into many other lines of business which promised great reward and sometimes brought it. The turning point came when he was sentenced on a murder charge to spend life in the penitentiary. He went in with tuberculosis, weighing 119 pounds, and heard the doctor say, "Two months at best." He determined not only to live in spite of doctors, but to redeem himself before the world. He studied the men about him.

The result of his study of criminals close at hand was "Peterman," a deeply dramatic story with the true angle. As this production neared its completion at Universal City, under the direction of Tod Browning, the question of a title became an extremely important one. Apparently, no one but crooks and detectives understand the meaning of the title "Peterman," and unfortunately these two classes of individuals constitute a very small proportion of those who see moving pictures. In the discussion, the author took a very earnest and prominent part. Furthermore, he had, through reading the scenario, made a valuable suggestion to Mr. Browning, which established still further the author's right to be heard in the matter of a title. The suggestion was contained in a letter which arrived at the studio just in time. This was the letter:

Expert Criticism

"Only one thing to criticise in a fine piece of work—scene 47, where the crook upstairs drops the valise out the window to his pal below. Don't do it! You wouldn't if the 'soup' were really in the grip—the stuff that breaks two-inch steel!"

So scene 47 was taken "according to directions." The bag holding the explosive was lowered by a rope.

Fine Publicity

It has been decided to take the film in its uncompleted state to the State Penitentiary at Florence and show it not only to the author, but to the entire population of the penitentiary. In this Universal expects to secure a title which will correspond in a marked degree with the subject-matter of the story. Exhibitors will be greatly benefited by the novel titling "stunt" as it is bound to receive considerable publicity in newspapers throughout the United States.

TWO FIRST RUNS

AT the same hour that a brilliant throng of society people, stars and film magnates blocked Broadway in Los Angeles and crowded into the Mission Theatre for the premier of "Foolish Wives," a gray-coated audience of convicts at the Arizona State prison here marched into the penitentiary auditorium for a preview in their honor.

Broadway, in Los Angeles, the papers said, was a blaze of light. Cameras clicked on a gleaming array of shirt fronts in the lobby as the doorman ushered celebrities from their cars for the screening of Von Stroheim's widely heralded million dollar Universal production.

Here on the desert, four miles from the drab little town of Florence, a blue-gray wall encloses ten acres. Guards on the wall challenged us as we bumped up in an Arizona flivver.

The preview was in honor of Louis Victor Eytinge, in prison for life for a crime of which ninety-nine out of a hundred men believe him innocent. Eytinge wrote the story. It is called "Peterman." It was directed by Tod Browning, stars Herbert Rawlinson and concerns a man who had done time in the "big house" and came out straight.

The Los Angeles premier of "Foolish Wives" was described as a brilliant social event. Carl Laemmle was there. He would have been even more interested to have seen the effect of "Peter man" on the inmates in this walled factory for the resouling of sin-worn men; the crucible under which desert heat roars to separate the gold in men from the dross.

* * *

LENINGTON NOW AT CENTRAL

George Lenington, assistant to E. H. Goldstein, general manager of Universal, has been promoted to Assistant Managership of the Central Theatre, New York City, where Universal-Jewel productions have their first runs. His first work will be in the exploitation for "Wild Honey," the new Priscilla Dean feature scheduled to follow "Foolish Wives" into that Broadway playhouse.

AMBERG GOES TO JAPAN

Hugo Amberg, Universal representative in Berlin throughout the war, has returned to the United States en route to Japan. After six years of service with the Universal Company in the foreign field he is thoroughly equipped to handle any foreign territory. James V. Bryson has appointed him special representative to Mr. Laemmle in Japan. He will start for there within a week.

Universal Exhibitors

No. 271.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

UNIVERSAL exhibitors are on a healthier business basis than exhibitors who do not use Universal pictures.

I have always believed this. But now I have proof. Recently I offered to give material assistance to every exhibitor who was losing money. I did not confine my offer to Universal exhibitors, but made it broadcast, regardless of what company's pictures the exhibitors were using.

I heard so much about the terrible losses that I wanted to do all I could to help. I took it for granted that the suffering was general. I expected as many requests to come from Universal exhibitors as from others because of the widespread distress.

But---

Although I have received a veritable avalanche of letters in answer to my offer, NOT EVEN ONE-HALF OF ONE PER CENT. of those using Universal pictures have asked for a reduction in film rental or for any other help!

Scores and scores have written and telegraphed in answer to my offer, but ONLY TO CONGRATULATE

Are Doing The Best

AND THANK ME---not to ask for a single thing! Most of them have said frankly that they are making a profit, and a great many of them have said they owe their profits to Universal pictures.

Nearly every request for assistance has come FROM EXHIBITORS NOT USING UNIVERSAL PICTURES. In many cases we have made immediate arrangements for relief. In some cases we are still conducting our examination to make sure that the exhibitor is entitled to the relief we offered. In not one instance have we lost an unnecessary moment in getting down to brass tacks and giving relief or else starting our investigation.

This proves beyond the shadow of a doubt that Universal exhibitors are doing better than any others. The reason for this is as simple as a-b-c. First, Universal pictures are CONSISTENTLY good. Their standard is remarkably high from one year's end to another. Second, we sell them on a live-and-let-live basis.

To make the best goods that can be made; and then to sell them on the closest margin of profit we dare to accept---that is the height of Universal ambition. And it is because we have stuck to that policy through thick and thin that we are the strongest, most reliable SOURCE OF SUPPLY YOU'VE GOT TO-DAY AND IN THE FUTURE!

The door is still open to you. The offer is still good. You can make a profit. You don't have to go to ruin. But it's your move!

Trade Papers Line Up With Othe

Combination of subtle instruction and real entertainment.
----says Exhibitors Trade Review

"This new serial gives large promise. It is novel in that it is really instructional entertainment possessing a rising dramatic interest. It is standard fiction adapted to the screen. One may easily see why educators give their approval to the serial and, for that matter, exhibitors also. Mr. Laemmle has made the statement that 'With Stanley in Africa' will open up a whole new moving picture world for the children. He may with perfect safety include the grown-ups, for it's a safe bet they will refuse to be excluded."

Carl
Laemmle
presents

"WITH ST

Star
with
Dire

UNIVERSAL'S RE-CREATION OF HIST

Boosters of Universal Chapter-play

Instructive serial with high entertainment value.
—says Moving Picture World

"Should prove popular from several different angles. Its power of entertainment is sufficient to make it a success. It is based on an historical episode of the last generation that became so romantically interesting to the people of the United States that its interest is still alive. The producers have adhered to historical facts and have injected plenty of fiction to give the serial the necessary story. It may be said most emphatically that 'With Stanley in Africa' will be liked equally by either your adult or your juvenile patrons, which is a rare achievement."

ANLEY IN AFRICA"

g GEORGE WALSH
OUISE LORRAINE
e' by ***WILLIAM CRAFT***

Y'S MOST DRAMATIC ADVENTURE

"ROLL YOUR OWN ADS"

Mr. Exhibitor: Below is shown a sample made-up Ad, similar to those appearing in the Press Sheet each week. Although Universal justly prides itself on the thorough and immediate service it renders to the Exhibitor, occasionally the Press Books are delayed. To assist the Exhibitor in making up forceful advertisements, The Moving Picture Weekly will offer a specimen made-up ad. each week. The Exhibitor will find, by combining one of the Advertising Display Lines on this page with a One- or Two-Column Scene Cut, he will have a punchful, business-building advertisement superior to the usual run of advertising material sent out by the average producer.

WRITE TO YOUR NEAREST UNIVERSAL ECHANGE FOR A COPY OF THE PRESS BOOK ON "THE WISE KID." DO IT NOW!

The Sweetest Little Flapper on the Screen and the "Human" Actor, David Butler, in "The Wise Kid," a Universal Comedy-Drama. "The Wise Kid" Is Gladys Walton's Best Starring Role of Her Career.

She Played a Wicked Solo on the "Greasy Spoon" Cash Register—With Some Eye Technique! "The Wise Kid" Is the Most Fascinating Little Flapper Gladys Walton Has Ever Created.

"I Left My Money in Another Suit." That Was the Way "The Wise Kid," a Little New York Flapper, Got Acquainted with Harry Across Her Restaurant Cash Register. Harry was "Genteel" — But, Oh, What an Ash Can He Turned Out to Be!

* * *

A Baker's Boy Sweetheart Would Get Tiresome, Now Wouldn't He, Girls? That Is What "The Wise Kid" Thought —and She Picked Out a Swell, Silk-Shirted "Ash Can" for Relief. Was He Worth It? See Gladys Walton in "The Wise Kid," a Rollicking Universal Comedy-Drama.

If You've Been in Love Don't Miss

GLADYS WALTON

—IN—

"The Wise Kid"

"The Wise Kid" — Just How Wise? Not so Very — as All These Flappers Find Out in Time.

LYRIC THEATRE ALL NEXT WEEK

FOR THE HERALD

O. Henry made a bad mistake.

"Not all that glitters is gold, but it's a wise child that keeps the stopper in his bottle of testing acid," said the short story genius.

That was all right for the story he had in hand, but it isn't O. K. for general consumption. F'rinstance, it might have kept Rosie Cooper from seeing the back side of a silk-front fellow by the name of Harry.

Rosie's sweetheart, Freddie Smith, was 24-karat, but he was a baker's boy and not famous for his classy ways.

Harry "Southwick"—as he called himself, but wasn't—had all the flashy form of a regular Ritzy guy. And what eyes, boy, what eyes!

He said his father was the big Southwick, and he had ways about him that made an honest chest measure look like the antics of an ambitious flivver.

Supposing Rosie had kept the stopper in!—or rather, that the fates had allowed her to—for it must be admitted that she was too dazzled to recover all by herself.

Yeh, just suppose—but see "The Wise Kid" as Gladys Walton impersonates her in the Universal Special Attraction at this theatre next ....

ABOUT "THE WISE KID"

WHEN Gladys Walton started out to portray the flapper in Universal comedy dramas, who said she didn't immortalize the quaint little figure?

Nobody!

When she came out in such pictures as "Pink Tights," "The Man Tamer," "Playing With Fire," and others, who said she wasn't wonderful? Who said she couldn't act?

Nobody! Not anybody could say it!

She has achieved a place for herself, no question of that. Being too young to know everything, pretty and full of personality, she is the perfect type for flapper roles.

She broke into pictures rather easily. Comedies at first were her training. At fifteen she was an amateur champion in swimming and graceful diving on the West Coast, so comedies were a "snap" for her.

Then Universal got wind of her and before she could draw a deep breath outside the comedy studio, she was a Universal star.

Comedy girls don't always go over in the serious stuff. Sometimes they aren't the type. But Miss Walton is the flapper in the most admirable size, weight and other personal attributes. In addition she is the age—and that means a lot in the proper interpretation of her starring roles.

Opposite Miss Walton in "The Wise Kid" is David Butler, remembered for his portrayal in "The Greatest Thing in Life," and for his most recent successes in independent starring pictures.

Tod Browning, director of "Outside the Law," "No Woman Knows" and other pronounced successes, directed this special attraction.

GLADYS WALTON in "The WISE KID" IT'S A UNIVERSAL

❦

NINE GOOD REASONS WHY "THE WISE KID" WILL MAKE MONEY FOR YOU

1—The inimitable Gladys Walton, "the flapper impersonator of the screen."

2—The attraction of a clever story read by thousands in the Metropolitan Magazine, written by William Slavens McNutt and originally called "Kind Deeds."

3—Tod Browning, director — whose master hand guided the filming of "Outside the Law," "The Virgin of Stamboul," "No Woman Knows" and other Universal-Jewel successes.

4—The everlasting appeal of the most lovable figure in all the world: the flapper, whose simulation of dignity, wisdom and cleverness provides a prosaic world with a merry laugh.

5—The attraction for thousands of fans of the leading man in the comedy, David Butler, whose name has been blazoned in starring letters since his performance in "The Greatest Thing In Life" and other Griffith successes; it isn't every day that a star is secured for a mere leading role.

6—The sermon with a jazz angle in the story; a "wise kid" finding out just how wise she is and what a funny old world is made of.

7—The common angle of thought in the story; the flapper you have met behind many a restaurant cash register; the restaurant just like a dozen you know in this or the next city; the baker boy's sweetheart and the silk-shirted Harry so commonly seen.

8—The theme of "Kind Deeds"—the original title of the story when published in the Metropolitan—involving the search of a young girl for occasions to do kindness and the ludicrous and yet not-so-funny results of some of her attempts to be sweet to everyone.

9—The picture of a working girl trying to live up to the advice of a society woman and getting all mixed up with silk-shirted fellows in the attempt while a baker's boy honks a miserable Ford around in a vain endeavor to forget a "woman's" fickleness.

❦

CAST

Rosie Cooper	**GLADYS WALTON**
Freddie Smith	**David Butler**
Harry	**Hallam Cooley**
Tony Rossi	**Hector Sarno**
Jefferson Southwick,	**Henry A. Barrows**
Mr. Haverty	**C. Norman Hammond**

❦

AT A GLANCE

TITLE—"The Wise Kid."

BRAND—Universal Special Attraction.

STAR—Gladys Walton.

PREVIOUS SUCCESSES—"Playing With Fire," "The Guttersnipe," "The Man Tamer," "Pink Tights" and others.

SUPPORTING CAST—David Butler, a star in his own right, Hallam Cooley, Fred Lancaster, Henry A. Barrows, C. Normand Hammond and Lorimer Johnstone.

DIRECTED BY—Tod Browning, the director of "Outside the Law" and "No Woman Knows."

STORY BY—William Slavens McNutt, as published in the Metropolitan Magazine.

SCENARIO BY—Wallace Clifton.

PHOTOGRAPHED BY—William Fildew.

TIME—To-day.

LOCALE—New York City on the under side.

SYNOPSIS

Rosie Cooper, a cash register soloist in a hash house, listens to a society dame spill a speech about "Kind Deeds" bringing one good luck, and adds it to her fund of flapper wisdom. Rosie is a "wise kid" all right, but it takes her some time to see through a shiny young, thin model gent by the name of Harry, while her honest baker's boy sweetheart, Freddie Smith, drowns his troubles in hot rolls. But fate has a way of exposing the back side of silk-front shirts and 24-karat guys like Freddie Smith cannot be given the air with impunity—all of which Rosie finds out in less time than it takes to pay off the instalments on a paste diamond ring.

Carl
p
The Little Qu

"Will you marry me, Rosie?"
"Jimmy, let's talk marriage where it doesn't cost money to get in!"

Glady
with Dav
William Slavens McNutt's M

"THE W

Directed

"Whatsa matter, are you in a transom? Gee, if gloom was a disease you'd be an epidemic"

But gloom, in the presence of Rosie, had as much chance as a new-born turkey in a rainstorm. Her "steady" capitulated on the spot — and so will your patrons. Never has a more human, more appealing character been portrayed on the screen. A delightful paradox of innocence and wisdom, she tugs at your heart and makes you laugh at the same time.

**Gloom may be a disease,
seller and your box-offic
over-accumulation of dol**

UNIVERSAL SPE

emmle
nts

of the Flappers

Walton

Butler in

olitan Magazine Story

SE KID"

"All I said was I'm a pretty nifty dish for any gal."

"Yes, and Jim dear, I'll kiss the calendar the day you get lockjaw."

od Browning

"Them rackets make me sick."
"Well, you get free dancin', sandwiches and red lemonade. Nope– You ain't gonna get me to lead a life of shame."

Jim had to be coaxed to go to the Welfare dance, but he had a great time when he got there. You won't have to coax any one to come to a Gladys Walton picture and we tell you now they're all going to have the time of their lives when they get there!

**laughter's a sure-fire seat-
going to suffer from an
when you play this one.**

AL ATTRACTION

"OUR SCHOOLS GOT BEHIND IT"

----says W. H. Weber, Mgr.
Echo Theatre, Great Bend, Kan.

" 'Winners of the West' is without doubt the best serial that I have ever run. It is a serial that is far different from anything else ever produced and is one that pleases the old and young alike. I was agreeably surprised to see how our local schools got behind this serial. I am now on the fifth episode and am breaking all records. My advice to all exhibitors who have not already booked it is to do so without delay, as it is a sure remedy for a sick box-office."

Carl Laemmle
presents

ART ACORD

in

"Winners of the West"

Universal's Red-blooded
American History Chapter-play
Directed by Edward Laemmle

Clever Lobbies for Universal Productions

Has Bright New Lobby From Stored Material

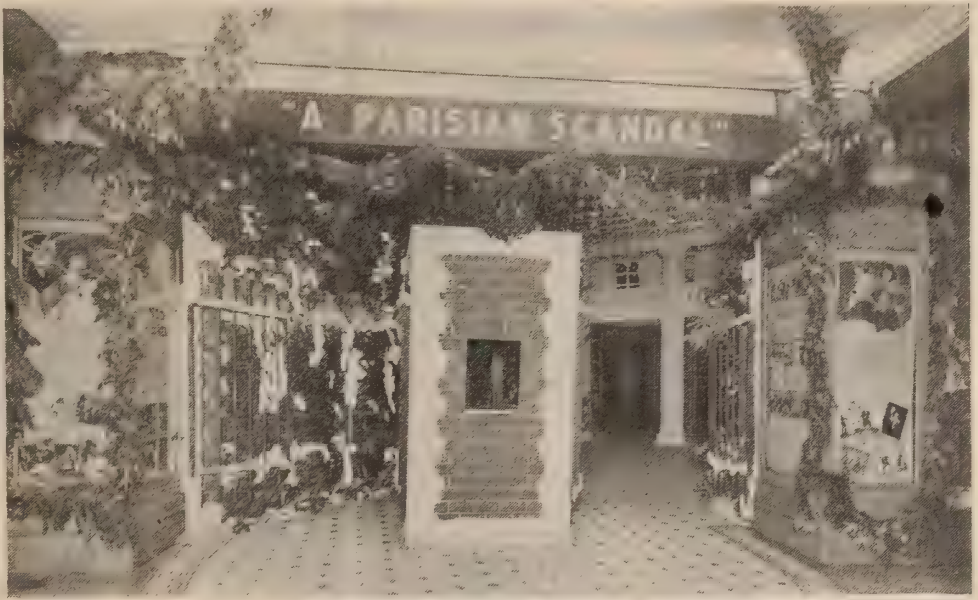
NOBLE HEARNE is doing some unusual lobby work for the Frolic Theatre, San Francisco, but he is not spending a lot of money to get his pretentious effects, for he counts on using his material over and over.

He has a bad space to work with, for you cannot get the entire effect from any single viewpoint since the lobby is on an angle to the sidewalk and the passer-by must enter the lobby to get the full picture. Mr. Hearne's problem is to make the display so attractive that people will stop and give it a good look, yet he cannot spend all of the prospective profits to accomplish this result.

He does it by re-use of the material. In this display for Marie Prevost in Universal's "A Parisian Scandal," the box office is boxed in with the safe used for "The Millionaire,' and the palings of the park fence on either side are the wooden rods used to suggest the bank vault in the same production. The rods are also used for two nonpracticable gates. The house at the rear of the lobby is painted on the sky cloth recently used for "Sure Fire." The hedge is new and is made of chicken wire thatched with sprigs of cedar, a capital idea.

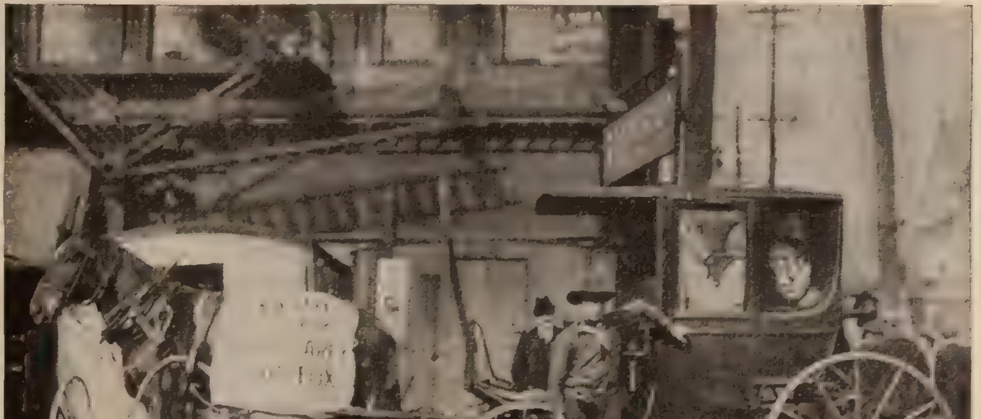
EXHIBITORS: Please let us know what you are doing—we are interested, and our readers are interested, in hearing about any innovations, improvements or renovations you make in your house. If you "pull" any original exploitation stunts, devise any striking lobbies, or originate any effective ballyhoos, SEND IN PHOTOS OF THEM! You will be given full credit and your ideas may help some other exhibitor, and his will help you. Address all communications to "THE CHAT PAGE," Care of THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

Inexpensive Display Proves Effective in Pulling Patrons



YOU HAVE SEEN THE PARTS OF THIS LOBBY BEFORE
You May Not Think So, But Look Back a Few Issues and Find Noble Hearne's Lobbies on "The Millionaire" and "Sure Fire" — The Material in Those Form the Display for Universal's "A Parisian Scandal," with Marie Prevost — The Greenery Is for Christmas.

Old Hack Attracts Attention to Carey-Jewel "The Fox"



The Majestic Theatre, Williamsport, Pa., Dug Up an Old One-horse Cab and Used It as a Ballyhoo for Universal's "The Fox" — The Big Face in the Window of the Cab Is a Cut-out from an Exchange Poster — These Old Vehicles Attract a Great Deal of Attention, Now-a-days, as They Are Getting Rare, Especially in Cities.

A Feature Star in a

HARRY MYERS

in

"The Adventures of

ROBINSON CRUSOE

HARRY MYERS, the big star of this Universal Chapter-play, has won an enviable reputation for strong characterizations. His more recent successes include the leading male part in "Nobody's Fool" and the Yankee of "A Connecticut Yankee in King Arthur's Court." Virile, he-man roles are his specialty and in that of Robinson Crusoe he has created a character that will not only add to his fame but will hold every member of your audience in its grasp throughout the eighteen episodes.

Continued Feature !

NOBLE JOHNSON

Crusoe's "Man Friday" is well-known to serial fans, but perhaps is better remembered for his remarkable characterization in the Universal-Jewel "Under Crimson Skies."

GERTRUDE OLMSTEAD

"Marian Lane" and the "Mysterious White Girl" in the picture, is a prize beauty who has earned a big reputation as leading woman to feature stars.

JOSEF SWICKARD

Crusoe's father, is known to every picture-lover in the country. His characterization in "The Four Horsemen" is spoken of as a classic.

GERTRUDE CLAIRE

Crusoe's mother, has played more mother roles than any woman on the screen and deservedly owns the title of "The greatest mother of 'em all."

PERCY PEMBROKE

who plays the part of Richard Gale, enjoys a big reputation as a serial and Western actor. He will be remembered for his work in "Winners of the West."

ROBERT F. HILL

the director, has won fame as an author and director. He has directed such stars as Hobart Henley, Violet Mersereau, Edith Roberts, and he also numbers some of the most successful serials among his productions.

You Chicago Zone Exhibitors

HERE'S A MULTIPLE MAGNET TO PULL PATRONAGE !

1,512,624 is the daily circulation of the Hearst newspapers in and around Chicago, and every copy of every edition of this vast circulation carries an advertisement of International News on the pictorial page — the page that ninety people out of every hundred turn to first.

Figure an average of four people to every home reached and you get a slight idea of the enormous force that is daily pounding the International News thought into the minds of the Chicago Zone people.

Like a giant dynamo, whose life current reaches into every corner of the territory, Hearst newspapers, by the power of repetition, are daily drawing new patrons into theatres showing International News.

Every new patron for an International News exhibitor means one patron less for the exhibitor who doesn't show this news reel.

Remember — other news reel producers just sell you a news reel. International News sells you a news reel and then sells it for you.

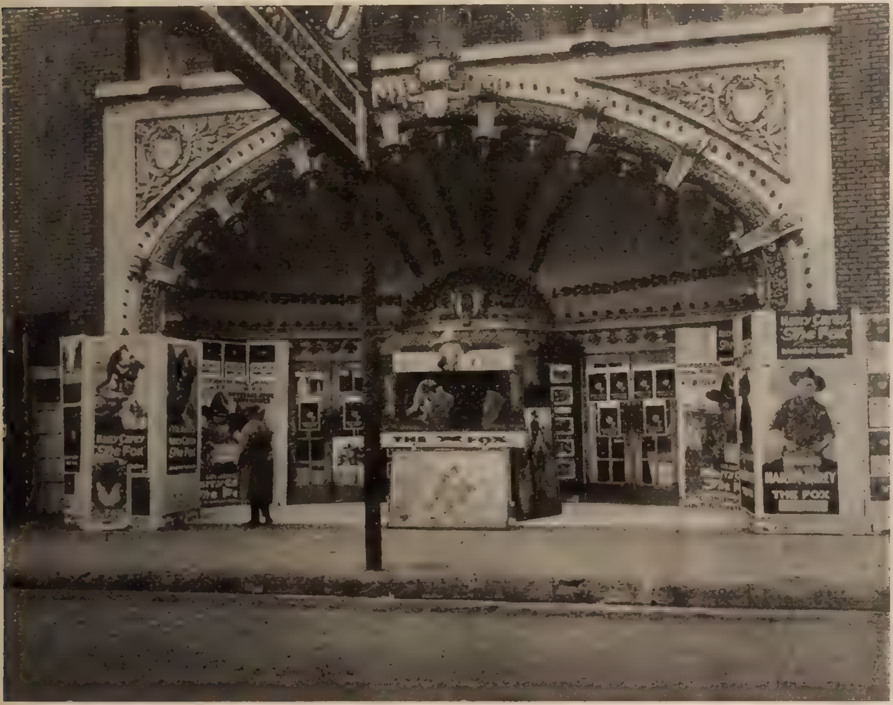
Sign your contract to-day.

INTERNATIONAL NEWS

Released Thru Universal

Universal-Jewels Easy to Exploit

Fine Display for "The Fox," Designed by Hippodrome, Fort Worth



This Shows How Manager Gould of the Hippodrome, Fort Worth, Texas, Arranged His Lobby for Universal's "The Fox" — Everything Was Furnished by the Exchange at a Nominal Cost.

Novel Contest Wins

WHEN P. H. Martin decided this winter to build a motion picture theatre in the little town of Benton, Wash., there were many reasons for discouragement. He went ahead and is now running a successful show.

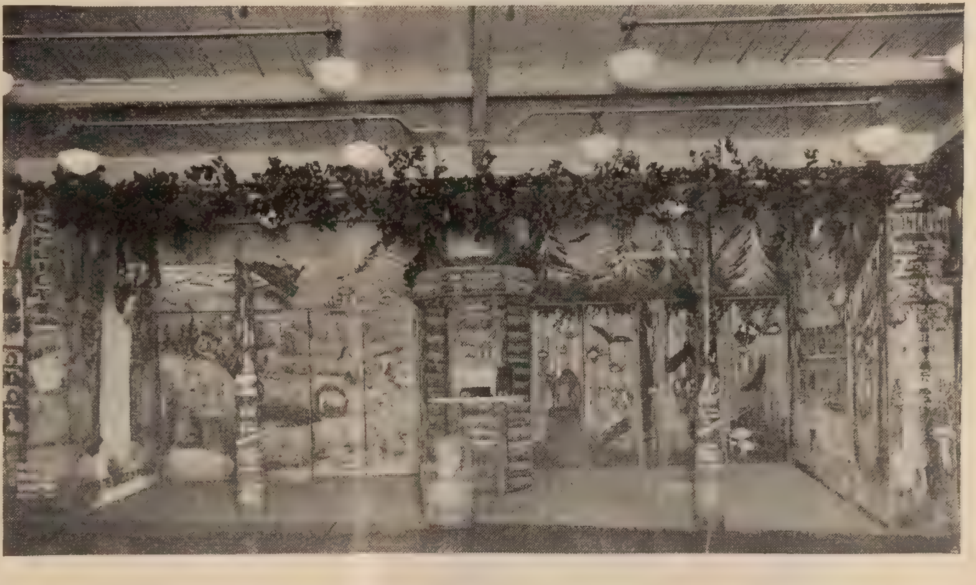
Benton is a town of just about a thousand population, but it is situated in the center of Benton County and aspires to become its county seat. Martin made capital out of that desire in this way. To arouse widespread interest in the new theatre, he started a contest for naming it long before it was finished. When a friend came over to help him put in the equipment, he heard about the desire of Benton citizens to change the county seat from Prosser to Benton, and he told Martin that here was an opportunity of creating permanent instead of temporary interest in a name. He suggested calling off the contest and naming the house "The County Seat Theatre," but to spring it as a surprise. So on the opening night the first announcement flashed on the screen was the name, "County Seat Theatre." A rousing cheer went up, and the people from that moment have looked upon the theatre as their own.

Ranger Exhibitor Chopped Big Tree

WILLIS WARVELLE GRIST, manager of the Temple Theatre at Ranger, Tex., recently put some zest into the lobby of his theatre with some special stunts on Priscilla Dean in "Conflict."

Grist went to the outskirts of town, chopped down a few small trees and chopped off a few small branches of trees, brought them back to the theatre and sawed them into pieces out of which he spelled the name "Conflict," a touch of paint and some diamond dust gave the letters a snowy topping, and when they were suspended from underneath the marquis and blue-white light rays reflected on them "Conflict" became interesting and legible at some distance.

Excellent Atmosphere Created in "Conflict" Lobby



The Clemmer, Seattle, Can Always Be Relied Upon for a Good Lobby. This Shows How Manager Cutts Combined Artistry and Effectiveness in His Display for "Conflict," Priscilla Dean's Current Universal-Jewel.

CEN
COM

LEE MORAN

the latest addition to the Century Star Quartette

is more than just a comedian. He's an analist of human funny-bones, a sort of M. D. of the laugh world, and the medicine he hands out always induces that "come-back-again" feeling. "Send 'em away with a laugh that lingers," is his motto and he is probably responsible for more after-the-show-is-over chuckles that cry for more than any other comedian on the screen.

He did it as a member of the Lyons and Moran team; he did it as a star of Universal-Jewel Comedies, and he's pulling 'em in in greater droves than ever as a star of Century Comedies.

Book these and prove it to yourself.

"THE STRAPHANGER"
"THE TOUCHDOWN"
"UPPER AND LOWER"

Released thru

TURY
EDIES

Will J. Glaser, Mgr. Grand Theatre, Faribault, Minn. writes:

"It gives us a great deal of pleasure to advise you that we consider our Century Comedy contract one of our most valuable assets. Comedy for comedy they rank among the very best we have shown during the past year, and we make it a point to say CENTURY in our advertising because we know from past experience that the name means additional business, and Harry Sweet, Brownie and Baby Peggy have a following among our patrons that means extra dollars in our box-office."

BABY PEGGY in
- "Sea Shore Shapes"
- "A Muddy Bride"
- "Get-Rich-Quick Peggy"
- "Little Miss Mischief"

HARRY SWEET in
- "Playing 'Possum"
- "The Dumb-bell"
- "Shipwrecked Among Animals"
- "Horse Sense"

BROWNIE, the Wonder Dog, in
- "Brownie's Little Venus"
- "Brownie's Baby Doll"
- "Chums"
- "Golfing"
- "Table Steaks"

Brownie

Baby Peggy

Harry Sweet

niversal

Iron Out the Worry Wrinkles

Pep up the tired business man, make mothers forget their household cares, put the spirit of youth in the aged and carry the youngsters into the land of smiles and adventure. Pack your playhouse by pleasing all your patrons. Universal Short stuff will do it!

Two-Reel Century Comedies

LEE MORAN in
"The Straphanger."
"The Touchdown."

HARRY SWEET in
"Horse Sense."
"An Idle Roomer."
"Shipwrecked Among Animals."
"The Dumb-bell."
"Playing 'Possum."

BROWNIE, the Wonder Dog, in
"Circus Clowns."
"Chums."
"Around Corners."
"Tin Cans."
"Table Steaks."

BABY PEGGY in
"Circus Clowns."
"Chums."
"A Muddy Bride."
"Get-Rich-Quick Peggy."
'Little Miss Mischief."

Two-Reel Jewel Comedies

JOE MARTIN in
"The Monkey Schoolmaster."
"The Monkey Bell Hop."

LEE MORAN in
"P. D. Q."
"Robinson's Trousseau."

JACK PERRIN in
"The Phantom Terror."
"A Bluejacket's Honor."
"The Danger Man."
"Both Barrels."
"The Rim of the Desert."

GEORGE LARKIN in
"The Call of Duty."
"Beauty and the Bandit."
"Raiders of the North."
"The Honor of the Mounted."
"The Fight Within."
"Roaring Waters."

EILEEN SEDGWICK in
"The Open Wire."
"A Woman's Wit."
"The Dream Girl."
"A Battle of Wits."
"The Girl in the Saddle."
"The Night Attack."

EDDIE POLO in
"The Return of Cyclone Smith" Series.

ART ACORD in
"Fair Fighting."
"The Call of the Blood."
"The Ranger's Reward."
"Matching Wits."

SPECIAL CAST
"Fighting Back."
"Captain Kidd's Finish."

LAURA LaPLANTE in
"The Deputy's Double Cross."

PERCY PEMBROKE in
"Ned of the News."

Ask Your Nearest Exchange For Information About Films

* * *

Consult With the Managers of Our Exchanges to Book the Pictures Advertised in This Magazine

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Chicago, Ill.——Universal Film Exchange, 831 S. Wabash Ave.; I. Leserman, Mgr.

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St. John, N. B., Can.—Canadian Universal Film Co., 87 Union St.; P. C. Taylor, Mgr.

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Denver, Col.—Universal Film Exchange, District Manager; H. M. Herbel, Mgr.

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Philadelphia, Pa.—Interstate F. Inc., 1304 Vine St.; V. R. Carrick, Mgr.

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Gladys Walton in Film Novelty

Role in "Second Hand Rose" is Unique and Universal Special Attraction has Strong Dramatic Appeal

GLADYS WALTON has at last satisfied her pet ambition!

Working in perfect harmony with a strong cast of players under the direction of Lloyd Ingraham, she has achieved an appealing and human characterization as the pathetic figure, "Second Hand Rose," in a story that is not by any means a typical comedy drama. It is full of pathos and the real "kick" of drama, a picture that calls for more real histrionic ability than any vehicle Miss Walton has ever had.

"I have been waiting for this role," she said when the script was presented to her. And when the picture was previewed in rough form recently, she was assured by Ingraham and several studio executives that she had done something out of the ordinary, different from any characterization in her career.

"Second Hand Rose," the song by Grant Clarke and James E. Hanley, published by Shapiro, Bernstein & Company, was prepared as a story by A. P. Younger of Universal's scenario staff. The hit was made famous by Fannie Brice in the Ziegfeld Follies, has been played on practically every phonograph and piano in the country, and has been heard in 100,000 homes through the medium of the Edison home wireless. In the screen story of the Second Avenue hymn Jack Dougherty, Eddie Sutherland, Walter Perry and others support Miss Walton, who will be seen as an Irish waif in a Jewish pawnshop.

* * *

BOOSTS ADMISSIONS FOR "FOOLISH WIVES"

FOR some months Messrs. Roth & Partington, co-directors of four of San Francisco's leading photoplay houses, have been seeking a production big enough in every way with which to change the policy of their leading theatre, the Imperial. This policy was to offer nothing but the best in motion pictures for extended runs at prices ranging up to $1.50, the legitimate theatre price of San Francisco. As the present prices are considerably lower than that it can be readily seen that the production selected to inaugurate this change would have to be a startling innovation in the cinematic art.

Extended Run

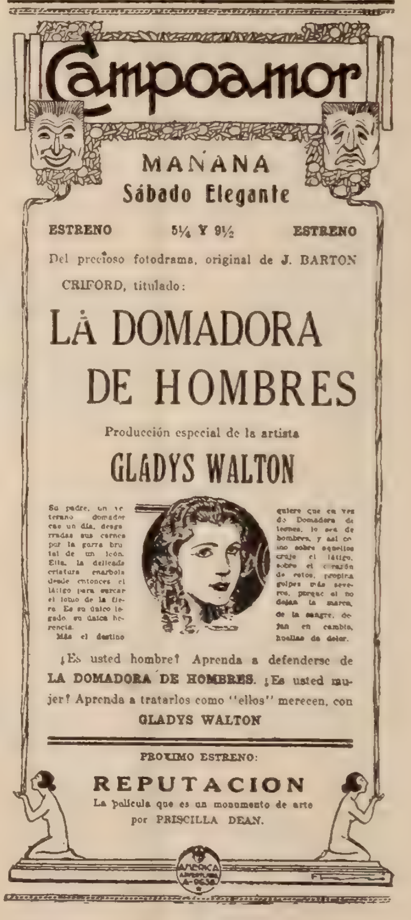
And after months of searching that picture has been found. Starting March 12th, the Imperial will be a top price house and the opening attraction is to be Erich von Stroheim's sensational million dollar picture, "Foolish Wives." Contracts were closed last week between Messrs. Roth & Partington and Universal officials whereby the mammoth super-Jewel is to go into the Imperial on that date for an extended run.

Extraordinary Picture

Roth & Partington have exercised their usual keen showmanship in selecting "Foolish Wives" for this very important and difficult mission. To suddenly jolt patrons into paying twice what they are used to for motion picture entertainment requires something extraordinary and unusual. But it is their belief that in "Foolish Wives" they have such an extraordinary picture that a more propitious time for a change in policy could never be found.

From Not-So-Dry Cuba

EL MUNDO



Campoamor

MANANA
Sábado Elegante

ESTRENO 5¼ Y 9½ ESTRENO

Del precioso fotodrama, original de J. BARTON CRIFORD, titulado:

LA DOMADORA DE HOMBRES

Producción especial de la artista

GLADYS WALTON

Su padre, un veterano domador cae un día, desgarradas sus carnes por la garra brutal de un león. Ella, la delicada criatura enarbola desde entonces el látigo para marcar el lomo de la fiera. Es su único legado, su única herencia.

Más el destino quiere que en vez de Domadora de leones, lo sea de hombres, y así como sobre aquellos cruje el látigo, sobre el corazón de estos, propina golpes más severos, porque si no dejan la marca, de la sangre, dejan en cambio, huellas de dolor.

¡Es usted hombre? Aprenda a defenderse de LA DOMADORA DE HOMBRES. ¡Es usted mujer? Aprenda a tratarlos como "ellos" merecen, con GLADYS WALTON

PROXIMO ESTRENO:

REPUTACION

La película que es un monumento de arte por PRISCILLA DEAN.

Effective Advertisement for "The Man Tamer," Designed for El Mundo by Campoamor Theatre, Havana.

WALTON, GIBSON AND RAWLINSON ON TOUR

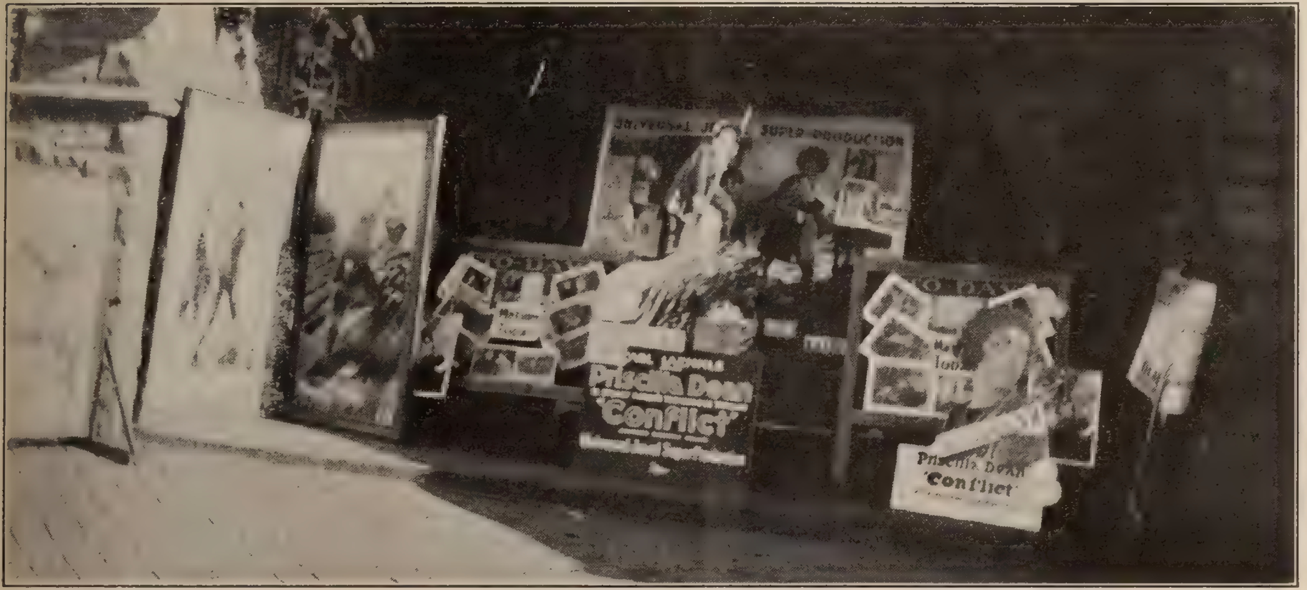
DURING the recent lull at the various studios in Los Angeles officials at the mammoth Universal plant communicated with Edward Armstrong, Universal's Western Division Manager, to learn whether or not he could use the Universal stars for personal appearances in the various theatres which he serves. With alacrity he answered in the affirmative. And then his troubles began.

He had not reckoned that all the theatres in the territory would want the stars at the same time. But that is just what they did, and if you don't think it's a tough matter to book a personal apppearance for the same week in Phoenix, Arizona and Great Falls, Montana, just consult a time table and figure it out. Such were the demands made on Armstrong until he was about ready for a rest cure. He did finally get things laid out in circuit form, however, and was able to put some rime and reason into the arrangement and finally mastered the situation.

Three Weeks' Tour

As things stand now he has Gladys Walton appearing at the Columbia in Seattle, Washington, along with "The Guttersnipe," Hoot Gibson at the Liberty in Portland with "Headin' West," Herbert Rawlinson at the Frolic in San Francisco with "The Scrapper," and Marie Prevost at the State in Oakland with "Don't Get Personal." After Seattle, Miss Walton goes to Portland and Gibson takes her place in the northern city. Miss Prevost and Rawlinson switch dates at the conclusion of their present engagements and then follow a series of bookings for all four stars that will take them over nearly the entire western division during the course of the next three weeks.

Exploitation Suggestions for the Enterprising Exhibitor



ABOVE: G. A. Rea's Lobby for "Conflict," in the Orpheum, Hillsboro, Ohio. Note the Effective Use of Cut-outs.

RIGHT: Try This! Exhibitors Have Found the Serial Club One of the Best Attendance Boosters Among School Children.

BELOW: Universal's Oklahoma City Exchange Decorated All Its Cars with "Foolish Wives" Banners. Theatre Owners Will Find This a Good Method of Creating Interest in Von Stroheim's Super-Jewel Production.

JUVENILE SERIAL CLUB

PRESERVE THIS MEMBERSHIP CARD

Each Saturday that you see an episode of the serial picture, "WITH STANLEY IN AFRICA," at the Blank Theatre, the doorman will punch the appropriate space.

If all spaces are properly punched you will be entitled to a pass, good for the first five episodes of the next serial following "WITH STANLEY IN AFRICA," in evidence of our appreciation of your regularity of attendance.

NAME ....

ADDRESS ....

Blank Theatre, 1417 Grand Concourse, H. C. Bate, Mgr.

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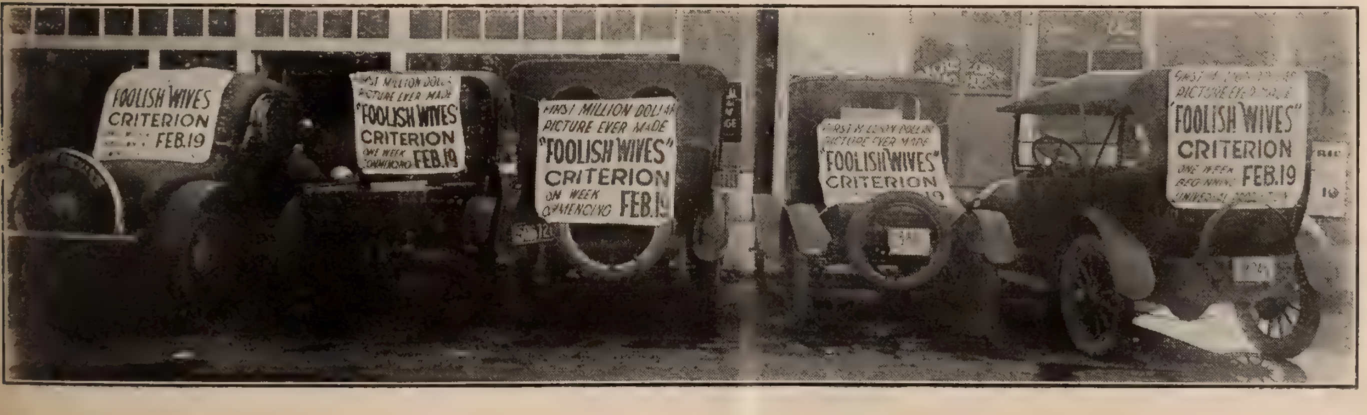
FOOLISH WIVES
CRITERION
FEB.19
FIRST MILLION DOLLAR PICTURE EVER MADE
"FOOLISH WIVES"
CRITERION
ONE WEEK COMMENCING FEB.19
FIRST MILLION DOLLAR PICTURE EVER MADE
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"FOOLISH WIVES"
CRITERION
ONE WEEK BEGINNING FEB.19

SYNOPSES

"FOOLISH WIVES"

Written and Directed by Erich von Stroheim

Universal Jewel Super-production

Presented by Carl Laemmle

CAST

ANDREW J. HUGHES (U. S. Special Envoy to Monaco)	RUDOLPH CHRISTIANS
HELEN, His Wife	MISS DUPONT
PRINCESS OLGA	MAUDE GEORGE
PRINCESS VERA	MAE BUSCH
SERGIUS KARAMZIN	ERICH VON STROHEIM
MARUSCHKA, a Maid	DALE FULLER
CAESARE VENTUCCI, a Counterfeiter	CAESARE GRAVINA
MARIETTA, His Daughter	MALVINE POLO
HIS WIFE DR. JUDD } "The Couple from Home"	LOUIS K. WEBB MRS. KENT
ALBERT I, Prince of Monaco	C. J. ALLEN
SECRETARY OF STATE	EDW. REINACH

THE STORY

"COUNT" SERGIUS KARAMZIN, an adventurer, and his two "cousins," the "Princesses" Olga and Vera Petchnikoff, lease a villa at Monte Carlo and cultivate the friendship of the American envoy, Andrew J. Hughes, and his wife. The count flirts with Mrs. Hughes, who is flattered by the attention of the polished European.

One day while strolling in the country, the count and Mrs. Hughes have to take refuge from storm in an old hut. They are obliged to remain during the night. The arrival of an old monk keeps the count from displaying his true colors to Mrs. Hughes. She manages to conceal the escapade from her husband.

Compromised!

The count and his "cousins" escort Mr. and Mrs. Hughes to the Casino, where the diplomat's wife wins 100,000 francs. The party then goes to the count's villa for a few hours of poker. Mrs. Hughes begs off because of a headache, but she later goes to the villa in answer to a secret note from the count which indicates his life and honor are at stake and that she alone can save him.

The count meets her and escorts her to the tower of the villa, where he first wheedles out of her 90,000 francs, and then begins to make love to her. In the meantime the envoy has caught one of the "princesses" cheating at poker and the other operating a crooked roulette wheel. He returns to his hotel, and learning about the note from the count starts back to the villa.

His Last Victim

The maid in the Sergius villa, also a victim of the count's amours, and who expects him to marry her, becomes desperate at what she overhears in the tower room. She locks the two in the tower, sets fire to the place and takes her own life in the sea.

The count and Mrs. Hughes are saved from the fire only by jumping into a life net. The count displays his yellow streak by jumping first. Hughes arrives as firemen are carrying his wife through the crowd. He takes her home, finds the count's note in her bosom, and returning to the burning villa, attacks the count. A duel is arranged for the following morning.

Infuriated by his folly, which has centred suspicion upon them, the "princesses" drive the count from the villa. He goes to the home of Ventucci, a counterfeiter, for whom he has been passing bogus money. His bestiality comes to the front again when he finds the counterfeiter's half-wit daughter alone. She is his last victim, for Ventucci kills him and drops his body into a sewer.

"DESPERATION"

Two-reel Western

MYRTLE VANE, returned East after an exciting holiday in the wild and woolly West, doesn't recognize Bob Vernon, now dressed in evening clothes, as the picturesque cowboy who rescued her from a trio of stage robbers. Bob is disappointed in the lack of excitement to be found in the East, so Myrtle frames up a "phoney" kidnapping.

Bob rises to the occasion and gives the "kidnappers" a terrific trouncing after a thrilling chase. During the melee a lamp overturns, and Myrtle is saved from burning to death by Bob, who risks his life to save her. Her gratitude develops into a deeper feeling and Bob takes her out to his ranch home a bride.

"The Idol's Luck Stone"

Two-reel Western

TED WOOD'S house is mortgaged for $1,000. He has but $700 and cannot get the rest in the three days which remain before the mortgage is foreclosed. "Gentlemen Joe" and "The Slick Kid," confidence men, arrive looking for victims. They trick Ted into buying a spurious diamond for the money he had saved to pay off the mortgage.

Ted realizes later he has been duped and manages to recover his money after a terrific struggle with the crooks. He finds the gem, although not a diamond, has immense value to a Hindu sect, returns it to its proper owners and is given a reward, enabling him to pay off the mortgage and marry the girl.

"THE WAY OF THE WEST"

Two-reel Western

STEVE KENT, a forest ranger, helps Ruth Dickson and her effete fiance, Percival Schuyler Jones, escape from a forest fire. He and Ruth fall in love, but are obstructed by Ruth's mother, who wants Percival as a son-in-law. To break up Ruth's attachment for Steve, Mrs. Dickson makes Ruth leave the West and come home to New York. Unable to forget Ruth, who misses him deeply, Steve follows her to the East.

Mr. Dickson secretly approves of Steve, but, being henpecked, dare not admit it to his wife, who has no use for Steve, "a nobody," as she calls him. Mr. Dickson connives with Steve, however, and helps him to elope with his daughter.

What the Theatre Owners Are Doing

Benneson Theatre Opens

The Benneson Theatre, seating 1,500, which opened this month, is a 100 per cent. Universal house. Judging by the splendid attendance, Manager Littman knew what he was doing when he booked the Universal product for his new New York City theatre.

Eager for "Foolish Wives"

Charles Rosenzweig, Big U manager, is in for a busy time when he returns from the Albany convention. Already managers of twelve of the largest first-run houses in New York have appointments to see Charlie the afternoon he arrives in regard to booking "Foolish Wives."

Exhibitor in Hospital

Max Pear, manager of the Avon, Brooklyn, N. Y., is at the Jewish Hospital suffering from kidney trouble, but is expected to be out in a couple of weeks. His speedy and complete recovery is wished for by his many friends. Mr. Pear recently laid the foundation for his new theatre, seating 2,500.

Manager Has Influenza

Al Hack, manager of the 68th St. Playhouse and the Rex, is laid up with influenza. Big "U" salesmen wish Al would hurry and get well, as they have a flock of splendid releases they wish to sell him.

Exhibitor's Daughter to Wed

Irving P. Gerber, manager of the Photoplay Theatre, is receiving congratulations from the industry upon having booked permanently Miss Henrietta Solkin, daughter of Julius Solkin, proprietor of the Eagle and Photoplay Theatres. The wedding will take place at the Spanish and Portuguese Synagogue, N. Y. C., March 5. Mr. Solkin is building a new theatre, to be called the 79th Street Theatre.

Cosmo Starts Off Well

The Cosmo Theatre, New York City, seating 1,200, was recently opened by Steinman and Greenberg. The Cosmo is a 100 per cent. Universal house, and the first five weeks of its career indicate it will meet with continued good fortune. Universal congratulates Steinman and Greenberg on their attractive playhouse and wishes them all the luck in the world.

Hollywood Theatre Opens

The Hollywood Theatre, Brooklyn, seating 1,800, was recently opened by E. Victor. Universal's best wishes go to Mr. Victor.

"UNIVERSAL WEEK" LED ALL OTHERS, DECLARES "U" USER FOR NINE YEARS

Stuttgart, Ark., Jan. 18, 1922.

Gentlemen:—

With reference to our recent request for some written word as an exhibitor of Universal Productions, I feel somewhat at a loss to give you in a concise form just what I would like to say.

F. B. Smith, Proprietor of Majestic Theatre, a Universal Exhibitor Since 1913

I have been an extensive user of your productions, using them continuously from the early part of 1913 to 1917, and I always did an unusually good business.

Since 1917 I have used as many Universal pictures as it was necessary for me to secure; they have all been enjoyed by my patrons and have made me money.

Universal Week, held last Autumn, in view of the fact that we exhibited other weeks of various producers, led in box-office receipts.

My business dealings with Universal have ever been a pleasure, and I look forward with satisfaction at this continued spirit of fairness at all times in the past that seemed to ever be your policy.

With kindest regards and best wishes for your continued success, I am,

Very truly,
MAJESTIC THEATRE.
F. B. Smith, Mgr.

Western Exploitation Wins

William Yost, manager of the Royal Theatre, New York City, is one of the most alert showmen in the metropolitan district, according to Ben Price. Mr. Yost's exploitation on Universal serials—the use of "western stuff" is the best thing he does—is meeting with excellent results. A picture of Mr. Yost's ballyhoo for "Winners of the West" appeared in the February 25th issue of the Moving Picture Weekly.

Books Serial in Nine Houses

Ben Fanchi, of the Consolidated Amusement Co., New York City, has booked "With Stanley in Africa" in nine of his eleven leading theatres. The houses wherein the Universal serial will be presented are: The Tivoli, Regent, Morningside, Times, Drury Lane, Seventy-second Street, Movie, Village and York. All of the Consolidated houses use Universal product, including the Gem, which was reopened a few weeks ago, after being renovated and redecorated.

Opens 1,800-Seat House

Harry Blinderman has opened his New Delancey Theatre, New York City, seating 1,800 persons. Universal extends to Mr. Blinderman and his new project the success they both so richly deserve.

Hasn't Missed a Serial

D. H. Culbertson of the Strand Theatre, Bradford, Pa., told a Universal representative the other day he was very sorry that Universal was not releasing more serials. They certainly get him the money, he says. He is using them all; hasn't missed a one, Mr. Culbertson claims.

Praises Acord Serial

Mr. Evans of the Star Theatre, Kane, Pa., says he has been reading all the exhibitors' praise of "Winners of the West," and it certainly echoes his sentiments, and he would like to add his say. It was the best serial he ever played in his house, he says.

Perry Replaces Pioneer

The Pioneer Theatre, Perryopolis, Pa., one of the oldest store room theatres in the Pittsburg territory, has closed. Mr. Krolic, a business man of the town, built a beautiful new modern show house, the Perry, which replaces the Pioneer. The Pioneer was open only three nights a week and used Universal service entirely for the last three years. Upon the closing of the Pioneer, the new Perry Theatre took over the Universal service.

"THE SECRET FOUR"

Episode Twelve

"Floods of Fury"

HELEN fortunately arrives on the scene in her car and helps Jim and Nadine escape from the oncoming forest fire. They start out to head off Reynolds before he can mail the map to his principals. Jim manages to snatch the envelope from Reynolds's hand as he is about to mail it, jumps on a mail bag and is picked up by the passing train. Reynolds and his accomplice overpower Nadine and Helen and take them towards the city after he has wired his henchman of Jim's whereabouts.

A Call for Help

Jim receives an appeal for help, supposedly from Nadine. Suspicious, he conceals the map in his home before going to the address given in the note. Arriving at his destination he is set upon by a gang of Chinamen and attacked.

After a thrilling fight Jim escapes and finds the others bidding for the Blackstone property. Jim pleads with Blackstone not to sell his property to enemies of the United States, but to no avail. Nadine and Helen desert Jim and leave with Reynolds. Jim brokenheartedly walks along and falls into a well. Striking a match to find his way out, he accidentally ignites the well, which is full of oil.

"THE SECRET FOUR"

No. 14, "The Hour of 12"

JIM covers the girl and is trampled unconscious. She runs for aid and meets their Indian ally, who tells her to be at his cabin with Jim at noon. Jim recovers, and is walking about in a daze when he is attacked and thrown off a cliff by Reynolds and an aide. Nadine brings him to, and they keep their appointment with the Indian. There they learn of the hidden gold which is to pay for the Blackstone option. Jim and Reynolds race for the mine. During a struggle they both fall down a shaft. Nadine comes along and, not knowing that Jim is down the mine, blows up the mine. Jim and Reynolds are almost drowned by the ensuing torrent.

Jim rescues Reynolds and earn his gratitude. They return to the shack where Walgrove is searching for the option. A fight starts and Reynolds seems to turn against Jim. Walgrove rushes away after securing the option and the gold. Jim pursues him to a roadhouse and manages to change valises with Walgrove. He is caught in the act and attacked by Walgrove. They fight on a balcony, which gives way, and Jim is hurled to the ground.

"THE SECRET FOUR"

No. 13, "The Man Trap"

JIM, rescued from the burning well by Blackstone and his men, sets out after Reynolds, who has made a prisoner of Nadine and Helen. He manages to release the two girls from the cabin wherein they are confined, but is overtaken by two of Reynolds's henchmen.

A mysterious Indian comes to their rescue and engages in combat with the two crooks, while Jim effects an escape with the girls. They are free of Reynolds's accomplices when they get in the way of a herd of stampeding cattle and are about to be trampled to death by the thundering hooves of the maddened cattle.

"A ONE HORSE TOWN"

Two-reel Century Comedy

Starring HARRY SWEET

TWO actors are thrown off a train into a small, one-horse town. There they decide to clean up the town with their talents, and their firts acquaintance happens to be Harry, the dumbbell of the town.

They use Harry to paste up bill posters, and Harry has all he can do to keep the fences from falling down. In the end every fence he comes across falls.

The night of the big show arrives, and one of the actors impersonates a prima donna. While in the midst of his song Harry starts fixing the boiler behind the stage.

Every time they want to do something Harry spoils the show, but he reinstates himself in the eyes of his sweetheart's father when he frustrates a plot to run off with the hotel's money.

International News No. 12

Moscow, Russia. — Trotting races lighten Russian gloom.

Cork, Ireland. — English soldiers cheer as they evacuate Ireland.

Oakland, Cal.—Bruin oarsmen take to water.

Scranton, Pa. — Big fire wrecks telegraph offices.

Miami, Fla. — Juvenile mermaids set styles for 1922.

San Francisco, Cal. — Ancient Chinese custom revived.

Urbana, Ill. — College boys run tractors.

Interesting Folks in the News of the Day.

San Francisco, Cal. — "Caruso of the ferries."

Colma, Cal. — Here's the greatest quack collection.

Washington, D. C.—Treasury building afire.

Highland Light, Mass. — Breeches buoy saves crew on ship.

Tad Cartoon.

"THE CALL OF COURAGE"

Two-reel Western

NED HARGRAVES, reporter on the News, held up by and forced to change clothes with a horse thief, is arrested by the sheriff of Homesville and thrown into the calaboose. John Couzens, editor of the local paper, is lured away on a pretext and made a prisoner by "Bad" Hawkins, candidate for sheriff, to keep him from printing an exposé of Hawkins before the election.

Ned is shot while escaping from jail and is helped by Couzen's daughter, Hazel, to elude the posse. While fleeing from his pursuers, Ned runs into the horse thief and grapples with him. The posse arrives and arrests the bandit, releasing Ned. Couzens manages to escape from Hawkins and rushes back to his printing office, where, with Ned's aid, he gets out the paper, exposes Hawkins and defeats him at the polls. Ned's gratitude to Hazel ripens into love.

"A TREACHEROUS RIVAL"

Two-reel Western

NED HARGRAVES, reporter on the News, is sent out to find and get a story on the secret retreat of Lige Conley's band of smugglers. By a ruse he gains the outlaws' confidence and is accepted by them as one of their kind. In their stronghold he meets Conley's niece, Rose, who seems out of place in such an environment.

George Mitchell of the opposition paper, the Globe, on the same story, sees Ned and Rose and tries to follow them to the outlaws' lair. He is overpowered and tied, but manages to effect his escape by breaking his word to Ned and lying to Rose. He leads a posse to the band's rendezvous and rushes back to secure a "scoop." Ned overtakes him and, after a spirited struggle, beats him to the telegraph wire, puts across a "beat" and squares himself with Rose.

International News No. 14

First pictures of the Prince of Wales' historic visit to India.

N. Y. Zoological Park — Find ape's toes like human fingers.

Albany, N. Y.—Brilliant movie ball.

On U. S. S. California. — Boxing by searchlight for navy championhip.

Taunton, Mass. — Bride tests skill of modern "William Tell."

Rome, Italy.—First pictures of the election of Pius XI.

In the Arctic, North of Alaska — Daring navigators of U. S. Coast Guard brave treacherous ice fields.

Millions have seen the play

Millions want to see the picture!

Carl Laemmle
announces the early presentation of

"HUMAN HEARTS"

featuring *Directed by King Baggot*

House Peters - Edith Hallor - Geo. Hackathorne

THERE are millions of people in this country who will want to see this great picturing of "Human Hearts," the sensational stage success by the late Hal Reid. In your own town or city there are hundreds and thousands waiting to view it on your screen.

GET ready now — don't book up too far in advance — —here's a big one with a great all-star cast coming. It's worth waiting for.

UNIVERSAL-JEWEL de LUXE

WHEN you show this marvelous million-dollar production you can defy your friends and patrons, who have been to Monte Carlo, to find so much as a single flaw in the detail and construction of the sumptuous sets that have startled the world by their magnificence and beauty.

AND yet all this serves as a mere background for the tense, throbbing drama that surges upward and onward to a tremendous climax, holding you the while spellbound as if in an eternal vise.

Carl Laemmle
presents

"Foolish Wives"

by and with
Von Stroheim

Universal Super-Jewel Production

The MOVING PICTURE WEEKLY

VOL.15 MAR.11,1922 NO.4

Priscilla Dean
in "WILD HONEY"
A SUPERB JEWEL~

Big Space Gets Big Crowds!

When you get a smart comedy like this one back it up right. Below is a 3 column ad that should help get you some real crowds!

Carl Laemmle
presents

Marie Prevost

She was just a poor little millionaire's daughter, face full o' beauty, head buzzin' with brains, trying to get along in her world of love-struck swains. A photoplay that whizzes along at comedy speed with "the mischievous little devil of the screen" putting the charm kick into a whirlwind of romance.

supported by
ROBERT ELLIS
HERBERT PRIOR
JACK PERRIN

Story by
Mildred Considine

Directed by
Clarence Badger

"The Dangerous Little Demon"

A UNIVERSAL PICTURE

A PEACH!
COMING SOON!

SMASH!

"Foolish Wives" Breaks Another Record - - - - -

(Telegram)

Philadelphia, Penn.,
Feb. 27, 1922

Universal Film Exchange, Inc.

Congratulations. Over two thousand paid admissions for first show of "Foolish Wives" this morning. Absolutely first time this ever happened in the history of the house.

ALDINE THEATRE

Will Break All Records Before It's Through!

To Sweeten Up

No. 272.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

I'M going to help sweeten your business RIGHT NOW WHEN YOU NEED IT, instead of waiting until next Fall.

I'm going to release "Wild Honey" right away instead of holding it back for the opening of the Fall business, as so many producers are doing with their biggest productions.

Priscilla Dean is at her best in "Wild Honey." It's a South African story written by the celebrated Cynthia Stockley, and made into a stupendous production, second only in size to our million-dollar picture, "Foolish Wives."

Universal could make more money out of it by turning the sales force loose on it all Spring and Summer for Fall bookings, but that would not help you NOW, nor during the Spring and Summer. I realize that the best way to take depress out of depression is to give you THE BEST IN THE HOUSE WITH A WHOLE LOT OF SPEED. The biggest mistake that can be made now is to hold back good pictures until good times come again. The best way to make good times come is to release good stuff. I'll take my chances on your will-

Your Business

ingness to show your appreciation by QUICK BOOKINGS at the very limit you can afford to pay.

The very minute enough of you have booked "Wild Honey" so that our sales force can drop it and take up something else, I will release THE BIGGEST PICTURE HARRY CAREY EVER MADE, "Man to Man."

"Wild Honey" is packed with great stuff from the very start, but it leads up to a climax in the form of a blown-up dam releasing a wall of water 60 feet high and sweeping the countryside (plus Priscilla Dean) before it. One critic said, "It's the damndest dam scene anybody ever dared to undertake." "Man to Man" contains a cattle stampede among other sensational features, giving you enough advertising material to pack your house from top to bottom.

DON'T WORRY ABOUT ENOUGH BIG PICTURES TO KEEP YOU GOING. The Universal never had such magnificent negatives on hand in all its career, and we are not going to hold them out on you for Fall business. We are going to dish them out as fast as you can digest them, and you'll find them better business-builders than we ever dreamed of making before.

If your business is sour, sweeten it up. I've shown you how, and I'll continue to help you JUST A LITTLE BIT MORE THAN ANYONE ELSE IN THE BUSINESS

You'll never fo

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Carl Laemmle
presents

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UNIVERSA

get this big one—
successor to
lict"!

LA
EAN

in her marvelous successor to "Conflict" — a stupendous production that you'll always remember for the tremendous sweep of its mighty drama, its terrific thrills and the great crowds it will draw for you at every performance. Get busy with your Universal Exchange at once — today — right now!

HONEY"

ted by Wesley Ruggles

the world famous novel
by Cynthia Stockley

You'll never forget
this scene as long
as you live—

JEWEL

What does this

CARL
LAEMMLE
presents

UNIVER

The Thriller of the Age — A stupendous pictu

PRISCILLA DEAN

mean to You ?

"Wild Honey" has every thing any Priscilla Dean picture ever had!

IT means big crowds, packed houses, real profits! It means satisfied audiences! It means for you to get busy and book this picture at once — to get out and hustle and put it over right! Here are a few of the things you'll show your folks:

MYSTERY	Pitch black — tense mystery, the kind that will keep your audience hanging on the edge of their seats.
ACTION	Swift, smashing action of the type that has made Priscilla Dean famous. Your folks will all want to see her clawing, tearing, fighting like the wildcat she is.
DRAMA	A wonderful actress in a marvelous rôle! Drama that is deeper, bigger, greater in its human appeal than anything Priscilla Dean has yet done.
SUSPENSE	Stark, shrieking suspense — gripping scenes that follow each other in such swift sequence as to leave your audience breathless.
ROMANCE	Without a doubt the most appealing, the most beautiful love story ever filmed — never-to-be-forgotten moments that will quicken hearts by their beauty and tenderness.
THRILLS	Stupendous, terrific thrills — see the great explosion of the big dam — an entire city flooded — the maddened, raging waters sweeping on to devastating destruction — a scene you'll never forget as long as you live!

L-JEWEL

DIRECTED BY
WESLEY
RUGGLES

g of Cynthia Stockley's World-famous novel

"WILD HONEY"

Booking Faster in its Eigh

12 Two-Reel

Romance!
Adventure!
Action!
Suspense!
Thrills!
Comedy!

Carl Laemmle
presents

"The Le

Directed by
Harry Pollard

h Week than in its First!

Knockouts Released Twice a Month!

THEY'RE going like wildfire all over the country. Big first-run houses in the key cities and the big circuits are gobbling them up. Never before have short subjects created such a sensation among exhibitors as this series of two-reel features. Every time they're screened for an exhibitor the contract follows immediately. And the comment is always the same—"absolutely novel, absolutely human and a great big box-office attraction."

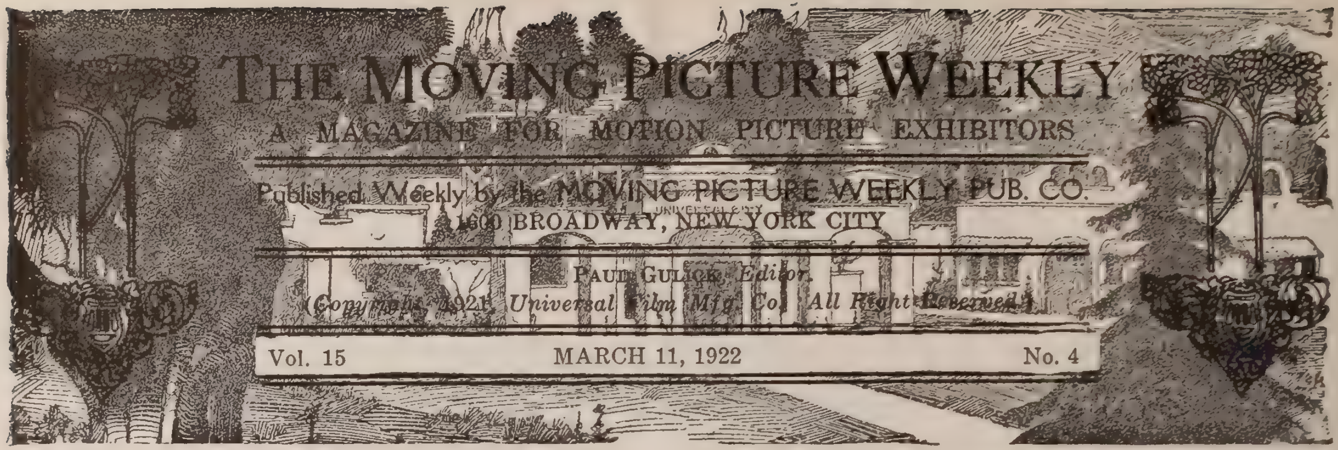
MILLIONS of people read the stories when they appeared in Collier's Weekly — millions more are now reading them in daily newspapers throughout the country. They've got an enormous audience waiting for them, for every man, woman or youngster who read the stories wants to see the pictures. If you haven't already booked them you'd better not waste any more time. The longer you delay the longer you are cheating yourself out of big profits. Get in touch with your Universal Exchange today.

REGINALD DENNY *as* **"Kid Roberts"** *in*

ther Pushers"

From H. C. Witwer's famous stories in Collier's Weekly

Universal-Jewel-Colliers Series



THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
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PAUL GULICK, Editor.
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Vol. 15 MARCH 11, 1922 No. 4

Advance Information About Forthcoming "U" Productions

AMONG the features of the recent Go-to-Movie Week in Seattle was a personal appearance of Ed "Hoot" Gibson, Universal star, on horseback in all of his war paint and cowboy armor. He disported himself by lassoing balloons along the line of march.

* * *

A TRIO of non-professional beauties is en route to Universal City. They are the winners of a beauty contest in Johnstown, Pa., and each of them will have the experience of a film test. They hope it will take. It is possible that there is a new screen star in this trio—Clara Ringler, Helen Sill and Mary Jane Sanderson.

* * *

UNIVERSAL has purchased "Out of the Silent North," by Harry Sinclair Drago and Joseph Noel. This will be Frank Mayo's first production when he returns to the studio, after his six weeks' vacation.

* * *

PRISCILLA DEAN must think that moving picture critics have a sweet tooth. She sent every critic in New York City a box of honey prior to the opening of her latest Jewel picture, "Wild Honey," by Cynthia Stockley. The psychology was apparently correct; the critics used only honeyed words in speaking of her Jewel.

* * *

FRANK MAYO deserves a gold medal for bravery! With the mercury hovering around the lower 'teens, the Universal star dove off New York's Battery seawall into the ice-laden Hudson River. He was dressed, not in the customary bathing attire, but in an Ever-Warm Safety-Suit, a novel life-saving garment. Although Mr. Mayo derived considerable pictorial publicity from the stunt—representatives of International and other news reels were present—the fifteen-foot leap was not a prearranged "plant." While walking along the water-front in search of local color. Mr. Mayo happened upon the tests, and being dared by his wife to take a mid-winter swim, donned a suit and, in consequence, has the distinction of being the first screen star to take outdoor ice baths.

* * *

MAUDE GEORGE, who scored in "Foolish Wives" as Princess Olga Petchnikoff, was the guest of honor at the magnificent Chu Chin Chow Ball, held at the Hotel Astor, New York City, March 3. A storm of applause greeted her when she appeared dressed in the identical wig and gown she wore in the Von Stroheim masterpiece. Many stage and screen notables were present at the ball, a fancy dress affair, arranged by Alexis Kosloff.

* * *

UNIVERSAL is going to make a Boy Scout serial. This will be released shortly after "In the Days of Buffalo Bill," the forthcoming chaptered historical film starring Art Acord.

* * *

BABY PEGGY'S second release in the new series in which she appears at the head of her own company of grown-ups was shown on the Central Theatre bill with Priscilla Dean's "Wild Honey." The *New York Times* characterized the juvenile star as "weirdly expressive and winning."

"Wild Honey" Startles Broadwayites in Gala Opening at Central Theatre

Priscilla Dean Thriller Hailed as Greatest Vehicle Dynamic Star Has Ever Had--- Artistic Presentation Features Opening of Wesley Ruggles' Masterpiece

PRISCILLA DEAN'S right to the title of the Screen's Greatest Actress was more securely established than ever last Monday night, when an enthusiastic audience greeted with cheers her current release, "Wild Honey," at its Broadway premiere at the Central Theatre, New York City. Considered by many to be the most satisfactory vehicle Miss Dean has been given in her versatile career, "Wild Honey," a screen version of Cynthia Stockley's celebrated novel of the African veldt filmed by Universal under the direction of Wesley Ruggles, affords that popular star opportunities never before vouchsafed her in the matter of dramatic rôles of supreme intensity.

Screen's Greatest Thrill

Climaxing to a thunderous conclusion of super-thrills, the film terminates with a "big scene," surpassing in suspense and excitement the log jam in "Conflict" and the ice floe of "'Way Down East." The blasting of a huge dam, the resultant torrent of turbulent waters seething through a narrow gorge, sweeping all (including the intrepid Miss Dean and her leading man, Robert Ellis) before it, the magnificent spectacle of a billion gallons of foaming water booming destruction to an entire trekking party of African colonists—all combine to furnish what is probably the greatest thrill ever presented on the screen.

The dramatic work of Miss Dean is deserving of superlative praise. Never before has Priscilla Dean been called upon to register so extensive a gamut of emotions and with such telling effect as in her current release. Each fleeting expression seems to be more than a depiction of some transient thought; it appears, rather, to mirror vital, tremendous upheavals within the soul of Lady Vivienne, the rôle portrayed by Miss Dean in this Universal-Jewel. The star is particularly suited to a part of this nature, as she is one of the few actresses on the screen who combines histrionic talent with poise and dignity, qualities essential to the portrayal of the rôle of a titled Englishwoman beset by almost overwhelming obstacles.

Masterful Direction

The supporting cast is exceptionally capable. The Beery brothers, Walace and Noah, do the best work of their careers in presenting convincing characterizations of "heavy" rôles. Robert Ellis plays opposite the star and appears to advantage in a rôle admirably suited to his talents. Others in the cast acquit themselves creditably and give more than adequate support to the leads.

The story is tense and gripping without being melodramatic. The plot narrates the experiences of an English woman of title who refuses to marry for money, is decoyed to a house party where her host is mysteriously murdered, journeys to Africa in search of a lost lover and, after many adventures, meets her true love after an almost miraculous escape from a torrent of immense magnitude loosed by the blowing up of a huge dam.

The direction and photography of "Wild Honey" are excellent in every detail. Many novel effects are obtained by the use of slow-motion camera work in filming the scenes of the bursting dam, creating an atmosphere of suspense never before equaled on the silver sheet. Wesley Ruggles, a newcomer to the ranks of Universal, is to be congratulated upon his masterful direction of what may be regarded as the finest Universal-Jewel ever made.

Representatives of the trade and lay press were unstinting in their loud praise of "Wild Honey." Some of the comments from the New York dailies follow:

Helen Rockwell, motion picture critic of the Morning Telegraph, writes: "There are great moments of drama in this picture. . . . The film is truly exciting and well made, the African veldt scenes are remarkably interesting, the atmosphere has been carefully preserved and the photography is excellent. The story is as thrilling as one could wish. . . . There is a flood scene as exciting as the one which took place in 'Conflict,' and everybody knows what a success that was. In fact, we found this film to be quite the best thing Priscilla Dean has done since 'The Virgin of Stamboul,' and it should meet with unqualified success. The star plays her rôle with fine spirit and courage. Her admirers will like her as Lady Vivienne."

The Evening Sun, speaking of the slow motion photography in the last reel, has this to say: "This new method of slowing up a torrent that man could not harness in any other way heightens an already powerful scene and enables the spectator to study the thrills at his leisure. Ordinarily the moments of peril in a photoplay are rushed so fast before the onlooker that about all he knows is that something happened, and he's glad it didn't happen to him. Here one can have his hair raised at his leisure."

"Terrifically Realistic"

Some of the phrases used by James B. Spearing, film editor of the New York Times, in reviewing "Wild Honey," are: "Six reels of almost continuous action. . . . The photography is excellent. . . . The staging is good. . . . Miss Dean has several scenes which she lifts out of the commonplace by the sheer power of her acting. . . . The scene in which she is lost in the South African veldt is terrifically realistic. . . . The acting is vigorous and telling."

Harriette Underhill, of the New York Tribune, says: "After seeing her (Priscilla Dean) we can sit back assured the young lady leads a charmed life. . . . There is no denying the picture is filled with such stuff as successful movies are made of. If people did not demand these things in their movie fare producers would not produce them, for it is much more expensive to make a picture like 'Wild Honey' than it is one like 'Tol'able David.' To those who demand a thrill there is no better way of getting it than to see this 'Wild Honey.' The titles are literary and imposing and the photography beautiful."

"Leaves You Gasping"

Frank Vreeland, of the New York Herald, says, in part: "Most effective . . . catches you grippingly . . . leaves you gasping."

The Evening Telegram says: "A flood scene in which Miss Dean rescues her lover from the raging waters almost brings the spectators out of their seats." Other newspapers spoke highly of the film.

A Century comedy, "Peggy, Behave," starring Baby Peggy; an International News reel and several musical numbers rounded out the program. Boxes of honey with Miss Dean's portrait on the cover were presented to all the lady patrons. A more comprehensive story on Andrew J. Cobe's exploitation of "Wild Honey" will appear at an early date.

Packs the Punch Y Ne

HARRY CAREY'S newest picture is a smashing Super-Western produced by Stuart Paton with the requirements of the box-office continually in mind. It has every

Directed by
STUART PATON

From the novel by
JACKSON GREGORY

ou

ed!

essential for success from the box-office standpoint — is bigger, better and more elaborate than "The Fox," which was a clean-up wherever played. Book it and have no regrets!

CARL LAEMMLE presents

HARRY CAREY in "MAN TO MAN"

A UNIVERSAL - JEWEL PRODUCTION

COMING!

Watch for this one!

Directed by
STUART PATON

From the novel by
JACKSON GREGORY

Harry Carey says ---

"'MAN TO MAN' is the best picture I ever made. It has tremendous possibilities at the box-office. I am thoroughly convinced it will beat the great record made by 'The Fox.' It's just the stuff your theatre needs today! Book it — and watch it send your box-office records sky-hooting."

--- and the picture

will prove it!

WITHOUT doubt the most gigantic thrill ever presented in a Western production is the mad stampede of thousands of fire - crazed steers, in the path of which a man and a girl hopelessly seek escape! Get in touch with the nearest Universal Exchange today about this great new Universal-Jewel production!

CARL LAEMMLE presents

HARRY CAREY in
"MAN TO MAN"

A UNIVERSAL - JEWEL PRODUCTION

Coming Soon !

"FOOLISH WIVES" TO GO INTO CAPITOL THEATRE

Universal Announces that Priscilla Dean's Next Picture Will Take Its Place at the Central Theatre for Extended Pre-Release Run

AFTER negotiations which had been carried on by telegraph between S. R. Rothafel and Carl Laemmle, Universal announces that its super-Jewel, "Foolish Wives," will play at the Capitol Theatre for the week of March 5th. Negotiations were not conducted over the matter of price, but the matter of date only. Mr. Rothafel was extremely anxious to have the picture for two weeks and was able to play the picture the last week of March and the first of April. Mr. Laemmle, however, was very anxious to release "Foolish Wives" for the New York territory as early in the Spring as possible. Furthermore, he was mindful of his promise to exhibitors that he would not road-show or unduly exploit "Foolish Wives" before giving it to exhibitors. For that reason, he was willing to interrupt the picture in the very midst of its popularity at the Central and let Mr. Rothafel have it for one week, after which it would go to the hundreds of exhibitors who are clamoring for the picture in New York City. In order not to interfere with the Capitol booking, it was thought wise to terminate the run of the picture at the Central on Sunday, February 26th.

"Wild Honey" for Central

Although the Priscilla Dean Jewel, "Wild Honey," will not be ready for release in the exchanges for some time yet, the Universal has put this latest Dean picture into the Central for a pre-release run on Tuesday, February 28th.

"Wild Honey" has just come into the New York office and is considered by Universal a greater picture even than "Conflict" was. "Wild Honey" was directed by Wesley Ruggles from Cynthia Stockley's novel of England and South Africa, and follows the fortunes of a titled English woman who, through a sense of duty, sets out to find a cowardly lover, under the impression that he had committed a crime for her sake. The dramatic climaxes come thick and fast in the scorching, lawless, sin-infested region to which her quest took her, culminating in a wild ride to save her own rescuer from the treacherous blowing up of a huge dam.

Splendid Cast

In this production Miss Dean has the services for the first time on the screen of the two Beery brothers. Noah Beery plays the villain in the first part of the picture, and when Lady Vivian gets lost in South Africa one meets up with Wallace Beery in the person of an uncouth, slave driving, half-caste teamster. Others in the cast are Robert Ellis, the leading man; Lloyd Whitlock, Percy Challenger, Carl Stockdale and Landers Stevens.

Extensive Bookings on Super-Jewel

"Wild Honey" will run indefinitely at the Central.

In addition to the booking at the Capitol, Universal announces the early showing of "Foolish Wives" at the Imperial Theatre, San Francisco, for five weeks; the Lyric Theatre, Minneapolis, for three weeks; the Garrick Theatre, St. Paul, for two weeks; the Lyric of Duluth; the Eckel Theatre of Syracuse; the De Luxe Theatre of Utica; and the Olympic of Watertown, N. Y.; also the Broadway Theatre of Tulsa, Okla.

The openings at the Criterion in Buffalo, the Roosevelt in Chicago, and the Mission in Los Angeles, and the Butterfly in Milwaukee, have been record breakers in these several localities for enthusiasm and capacity.

Edward Armstrong, who attended the opening at the Mission Theatre, which was the most spiffy that ever was pulled off in Los Angeles, telegraphed the next morning as follows:

Had to Call Out Police

"Presume others have wired you reference opening 'Foolish Wives' Mission Theatre last night. Most auspicious opening history Los Angeles. Crowds completely blocked traffic. Necesary to have police handle crowds; most critical audience ever assembled, both professional and layman. Applause during and at finish of picture. Every one agreed should be greatest box office attraction ever released because every one goes away talking about picture. Hundreds turned away at ten-thirty this morning. Line half block long waiting buy tickets. House opened eleven o'clock. At eleven-thirty house full."

Predicts Sensational Record

A later telegram, describing the phenomenal success of the Universal super-Jewel Production, reads:

"THE TREMENDOUS LINES OF LOS ANGELES THEATREGOERS WHO HAVE GREETED THE PRESENTATION OF 'FOOLISH WIVES' AT MISSION THEATRE GIVE PROOF OF ITS UNANIMOUS ACCEPTANCE BY THE PUBLIC AND PROVES IT A ONE HUNDRED PER CENT BOX OFFICE ATTRACTION. AT CLOSE OF FIRST WEEK'S ENGAGEMENT RECEIPTS FAR IN EXCESS ANY PRODUCTION HERETOFORE SHOWN AT THIS THEATRE. I BELIEVE THIS PICTURE WILL BE THE BIG, BRIGHT SPOT OF THE SEASON FOR ALL EXHIBITORS WHO HAVE THE GOOD FORTUNE TO PLAY IT. CAPACITY HOUSE GREETED OUR PREMIER PERFORMANCE LAST WEDNESDAY NIGHT; SEATS SOLD AT FIVE, THREE AND TWO DOLLARS. MOST ALL PROMINENT PERSONAGES AND STARS OF FILMDOM IN ATTENDANCE. FULLY ANTICIPATE A RUN OF FROM EIGHT TO TEN WEEKS. CONGRATULATIONS AND BEST REGARDS."

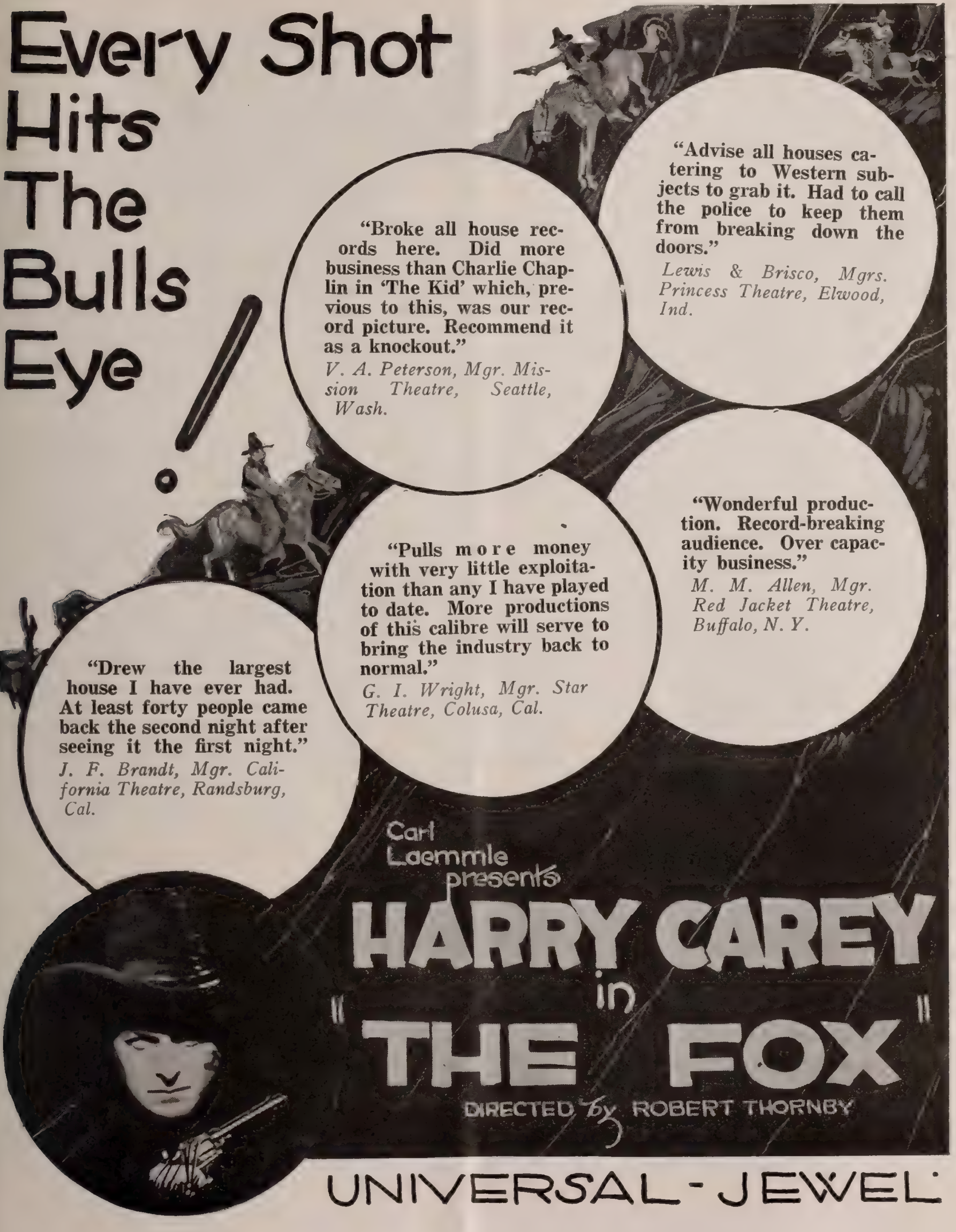
Had to Close Box-Office

Harry Hart, manager of the Butterfly Theatre in Milwaukee, wires:

"Opened with 'Foolish Wives' to-day. How to express the success of same I do not know, as the picture went over greater than anything ever before attempted in this city. Forced to close the box office several times in order to keep traffic from being blocked. There is no question that Mr. Laemmle's great expenditure will come back several times, as he is deserving of same. The picture pleased everybody, and there is no question of to-day's success being continued."

A wire from Nathan Ascher, manager of the Roosevelt Theatre, Chicago, reads as follows:

"FIRST WEEK'S BUSINESS WITH 'FOOLISH WIVES' AT THE ROOSEVELT THEATRE INDICATES RECORD RUN ON STATE STREET. PRESS AND PUBLIC UNANIMOUS IN THEIR UNQUALIFIED PRAISE. NATHAN ASCHER."



Every Shot Hits The Bulls Eye!

"Broke all house records here. Did more business than Charlie Chaplin in 'The Kid' which, previous to this, was our record picture. Recommend it as a knockout."
V. A. Peterson, Mgr. Mission Theatre, Seattle, Wash.

"Advise all houses catering to Western subjects to grab it. Had to call the police to keep them from breaking down the doors."
Lewis & Brisco, Mgrs. Princess Theatre, Elwood, Ind.

"Drew the largest house I have ever had. At least forty people came back the second night after seeing it the first night."
J. F. Brandt, Mgr. California Theatre, Randsburg, Cal.

"Pulls more money with very little exploitation than any I have played to date. More productions of this calibre will serve to bring the industry back to normal."
G. I. Wright, Mgr. Star Theatre, Colusa, Cal.

"Wonderful production. Record-breaking audience. Over capacity business."
M. M. Allen, Mgr. Red Jacket Theatre, Buffalo, N. Y.

Carl Laemmle presents

HARRY CAREY
in
"THE FOX"

DIRECTED by ROBERT THORNBY

UNIVERSAL-JEWEL

Exploiting By Wireless Latest Publicity Wrinkle

Universal Stars Make "Personal Appearances" via Radio Telephone to Audience of Hundred Thousand — Frank Mayo, Reginald Denny and Norma Schearer Take Part in Novel Broadcasting Entertainment — Exploitation Possibilities Seized to Publicize "Conflict"

PERSONAL "appearances" by wireless is the novel means recently used in exploiting Universal stars. Co-operating with the Radio Corporation of America, Universal's publicity department arranged to have Frank Mayo and Norma Schearer, leading woman in "The Leather Pushers," take part in an impromptu entertainment which was broadcasted to more than one hundred thousand radio "fans" within a radius of two thousand miles. This is the first time that screen stars have "appeared" at these entertainments, as most of the talent has been obtained from the Metropolitan Opera House and headline vaudeville acts.

Mayo Gives Monologue

The innovation, whereby screen stars could be heard instead of seen by thousands, proved so popular that Universal was invited to continue supplying the feature part of the programmes at the radio concerts. At the last broadcasting, Friday, February 24, Reginald Denny, star of H. C. Witwer's "The Leather Pushers," told some particularly amusing anecdotes of his life in India as an opera singer and some of his experiences in the Royal Flying Corps.

Besides the hundred thousand radio operators listening in on these entertainments, there may be an unlimited number of auditors. On the night of Miss Schearer's and Mr. Mayo's "appearance," at one receiving instrument, attached to a Magnavox were more than 4,000 American Legionnaires, while more than 600 members of the Electrical Society listened in on an instrument installed at the Engineers' Club, New York City.

Besides reaching a vast audience in this country, hundreds of passengers on ocean liners within a radius of two thousand miles were able to hear the voices of their screen favorites. Universal, it will be remembered, was the first company to grasp the possibilities of the radio telephone in publicizing its releases. "Conflict" was exploited several months ago in this manner in Newark, N. J.

Maude George Next

It is hoped Maude George, who plays the rôle of *Princess Olga Petchnikoff* in "Foolish Wives," will be able to participate in a forthcoming radio entertainment. Miss George was to have taken part in the first broadcasting, but a severe cold at the time, and vaudeville bookings since, precluded her "appearing."

SHONINGER JOINS UNIVERSAL

James V. Bryson, manager of Universal's foreign department, has appointed Frederick E. Shoninger personal representative of Carl Laemmle on a special mission to several European countries. Mr. Shoninger was formerly sales manager of Inter-Ocean and is thoroughly familiar with the film situation in the countries in which he will make a tour in the interests of the Universal foreign department. These countries are Norway, Sweden, Denmark, Germany and Holland. He will make a thorough report on the situation of Universal films and distributing facilities in these countries to Mr. Laemmle.

"I leave the Inter-Ocean," said Mr. Shoninger, "with the most cordial feelings on both sides. My three years under Mr. Cromlin have been of inestimable value to me and I have Mr. Cromlin's assurance that he in no way begrudges me an advancement in my chosen sphere. I have every confidence that I will be able to make the kind of a report to Mr. Laemmle that he desires on European conditions and I look forward to joining the Universal family with a great deal of pleasure, having viewed it from the outside with growing admiration for several years."

* * *

Universal Association Holds Entertainment

E. H. GOLDSTEIN, newly-elected president of the Universal Association, was one of the guests of honor at the employees' organization's second entertainment held in the Uniersal Home Office Projection Room, Thursday, February 23. Local and imported talent combined to present a programme of more than usual excellence.

Amusing monologues were delivered by Frank Mayo, Dagmar Godowsky, Reginald Denny and Haydn Stevenson. Vocal numbers were delivered by Sergius Borovsky, of the Moscow Opera House, and Miss Horowitz, a concert favorite. Round 4 of "The Leather Pushers" and "A Sailor Made Man," courteously loaned by Pathé, were projected before a large and highly appreciative audience.

The feature of the evening's programme was a sketch written and acted by members of the Home Office force. This was a two-act satire on motion picture adaptation entitled "The Dirty Dozen," or "Are Authors People?" narrating the metamorphosis of a home-and-mother sob story into a blood-and-thunder serial.

A large audience manifested its approval of the entertainment and, during tht intermission, went on a (Vol)-steady diet. The membership of the club was increased by more than thirty as a result of the entertainment. The Universal Association intends presenting similar programmes at frequent intervals in the near future.

"Feels good to get a production like this"

says L. Novy, Mgr.,
Hancock Opera House,
Austin, Texas

"After finishing one of the most successful engagements I have ever had with any film, I must write you how pleased I am with the results obtained after showing your wonderful Jewel production—'No Woman Knows.' My engagement lasted three days and without exception every one complimented the picture. From a box-office standpoint, I could not have done better and taking the picture from every angle it can't be beat. It feels good to get a production like this."

Carl Laemmle presents

Mabel Julienne Scott

and

Stuart Holmes

in

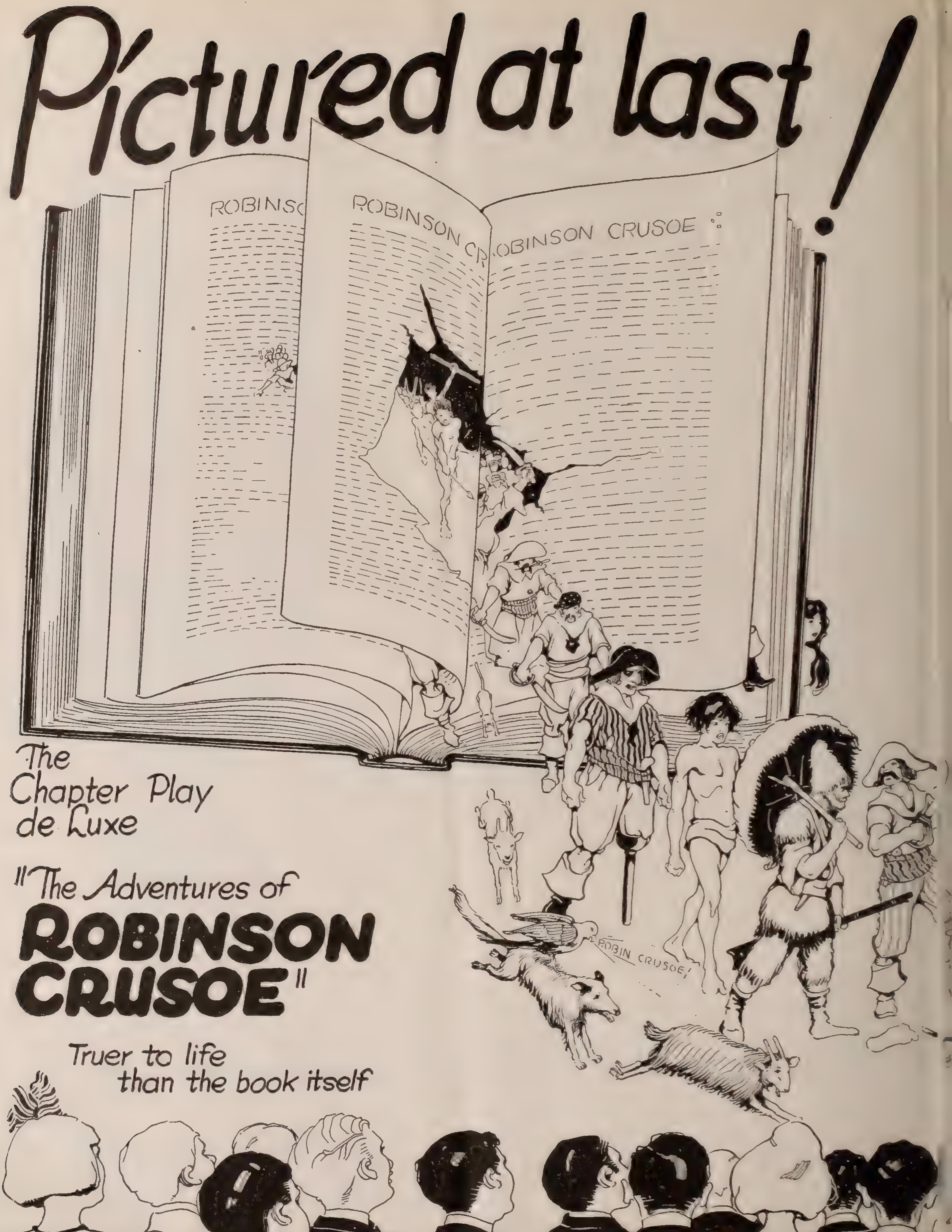
A wonderful picturization of Edna Ferber's famous

"FANNY HERSELF"

UNIVERSAL
JEWEL

Directed by
TOD BROWNING

"NO WOMAN KNOWS"



Pictured at last!

The
Chapter Play
de Luxe

"The Adventures of
**ROBINSON
CRUSOE**"

Truer to life
than the book itself

The Grand Old Adventure Story that the Whole World Knows

Starring

HARRY MYERS

Star of "A Connecticut Yankee In King Arthur's Court" and a host of other big productions

NOBLE JOHNSON as Friday
GERTRUDE OLMSTEAD as The Girl
JOSEF SWICKARD as Crusoe's father
GERTRUDE CLAIRE as the mother
PERCY PEMBROKE as the false friend

Directed by ROBERT HILL

For every house, first run, second run and every other run, this chapter-play means BIG MONEY. The cast speaks for itself; it's the last word in production, accuracy and historical authenticity; it has the backing of every school and educational society in the country. THE PRODUCTION YOU CAN'T AFFORD TO DO WITHOUT.

"ROLL YOUR OWN" ADS

Mr. Exhibitor: Below is shown a sample made-up Ad, similar to those appearing in the Press Sheet each week. Although Universal justly prides itself on the thorough and immediate service it renders to the Exhibitor, occasionally the Press Books are delayed. To assist the Exhibitor in making up forceful advertisements, The Moving Picture Weekly will offer a specimen made-up ad. each week. The Exhibitor will find, by combining one of the Advertising Display Lines on this page with a One- or Two-Column Scene Cut, he will have a punchful, business-building advertisement superior to the usual run of advertising material sent out by the average producer.

WRITE TO YOUR NEAREST UNIVERSAL EXCHANGE FOR A COPY OF THE PRESS BOOK ON "THE DANGEROUS LITTLE DEMON." DO IT NOW!

"The Dangerous Little Demon" Was the Kind That Made Men Run Into Danger With Their Eyes Open and Foot Jamming the Accelerator Through the Floor!

Did She Dance, Did She Twist, Did She Do Those Little Things You Can't Resist? Mm-m-m, Boy! We'll Say She Did! For "The Dangerous Little Demon" Was That Kind.

She Danced in Tights and With Her Head on Men's Shoulders; She Robbed Her Father's Private Stock for Her Friends and She Visited Men's Apartments Without a Chaperone. Oh, Boy, "The Dangerous Little Demon" Is All of That!

❦

"The Dangerous Little Demon" Wanted to Reform and She Tried It. But Boy, What a Hard Job This Reforming Business Is! Marie Prevost Is "The Dangerous Little Demon" of This Universal Picture.

❦

She Got Herself Engaged to Her Father's Secretary Because He Was Serious. Yeh, He was Serious, All Right — About Her Money! "The Dangerous Little Demon" Found Out What Fine Ash Cans These "Serious" Men Sometimes Are!

IF YOUR HEART IS WEAK *DON'T* See MARIE PREVOST in "The Dangerous Little Demon"

MARIE PREVOST in "The DANGEROUS LITTLE DEMON" IT'S A UNIVERSAL

Life as It Is in the Fast Set of Long Island, and the Flapper as She Is When She's "Dangerous" Are Shown in This Universal Photoplay

LYRIC THEATRE ALL NEXT WEEK

FOR THE HERALD

In daring tights with a fringe of black lace and something around the center that wasn't quite a skirt, the bold dancer whirled to a mad rhythm down the ballroom floor, past the admiring eyes of hundreds of society celebrities. A black mask hid her face, that every one thought must be as pretty as her beautiful limbs.

As she passed George Harmon, middle-aged millionaire, and Gary McVeigh, who played the "big brother" to Harmon's daughter, their eyes lighted with greedy interest and they drank in the exquisite perfume of her presence. Some creature!

Suddenly the mask fell and her face was revealed!

Harmon's own daughter — "The Dangerous Little Demon!"

In speechless fatherly indignation, Harmon nearly "passed out." McVeigh hid his twitching lips.

This is the entrancing pivotal scene in "The Dangerous Little Demon," a Universal special attraction bringing Marie Prevost to this theatre next ....

About "The Dangerous Little Demon"

"THE Dangerous Little Demon!" Guess who she is? The title of the Universal comedy drama starring Marie Prevost, which comes next .... to the .... Theatre, intrigues one's fancy with the thought that much flapperish daredeviltry must be afoot.

And it is just about the most appropriate title yet put on a Prevost picture, for the gleam of the mischievous 'teens is in her eye and the spirit of a "real girl" in her bearing.

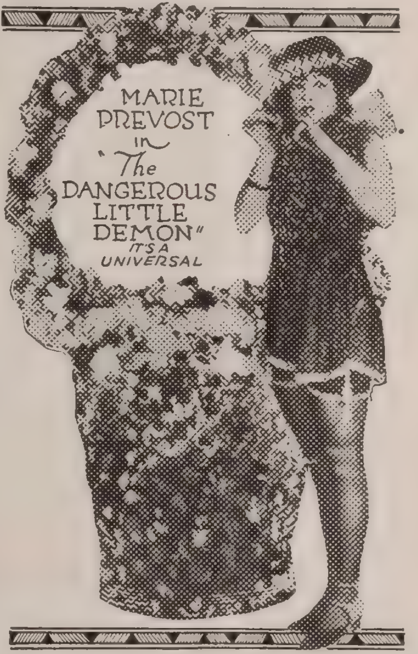
It is so often said as to be almost bromidic that a pleasing personality is the result of a pleasant frame of mind based on a satisfactory sort of existence. And it's true. Take Marie.

She lives in a lovely home in the exclusive Wilshire district of Los Angeles with her mother and sister. No fancy apartment stuff or "home studio" atmosphere for her.

But not too much domesticity. She doesn't hang around home in a calico apron all the time or anything like that. Flitting from one social affair to another, she displays the same interest in such things that any live girl of her age has. Home is simply home to her, not an obsession. Balance, the keynote of any happy life, is the thing she goes in for, not a freak hobby or any caprice which may detract from that.

Getting her chief training for pictures in comedies, a gruelling experience that several of the topline stars have gone through, stardom is to her the culmination of an intensive apprenticeship rather than a turn of luck.

Clarence Badger directed her in "The Dangerous Little Demon" from an original story by Mildred Considine.



TEN GOOD REASONS WHY "THE DANGEROUS LITTLE DEMON" WILL MAKE MONEY FOR YOU

1—Marie herself! What star has a more piquant personality, a more spirited charm or more fascinating sort of beauty?

2—The title—every play on it counts.

3—The direction by Clarence Badger, the man who helped to make Will Rogers famous.

4—The cast; supporting players, Robert Ellis, leading man of two Universal-Jewel productions; Jack Perrin, star in his own right; Anderson Smith, a popular British actor; Ed. Martindel, Herbert Prior, Fontaine LaRue and Lydia Knott.

5—The essential themic idea, that a girl can't have wealth, a busy father, no mother, and a bad set of friends without becoming a "Dangerous Little Demon."

6—The appeal of the flapper story; the thing that everyone goes to see whether they think it's going to be good or not, simply because they love the flapper herself.

7—The appeal of the prohibition gags in the picture; nothing like them for a sure laugh.

8—The fact that "The Dangerous Little Demon" is a psychological study of the upper social strata through the medium of its effects on the flapper.

9—The satirical punch; the main bunch the heroine travels with assays about a half per cent brains and every important characterization is brought out definitely by the action.

10—The combination of a good story by Mildred Considine, direction by Clarence Badger, captivating Marie Prevost for the star and a chance to see Marie pretty close to her old element when she dons a beautifully brief costume and shocks her whole set with a wicked Spanish wiggle.

CAST

Teddie Harmon	Marie Prevost
Kenneth Graham	Jack Perrin
Garry McVeigh	Robert Ellis
Demy Baker	Anderson Smith
Helene Westley	Fontaine Larue
George Harmon	Ed. Martindel
Jay Howard	Herbert Prior
Aunt Sophia	Lydia Knott

AT A GLANCE

TITLE—"The Dangerous Little Demon."

BRAND—Universal Special Attraction.

STAR—Marie Prevost.

PREVIOUS HITS—"Moonlight Follies," "Nobody's Fool," "A Parisian Scandal" and "Don't Get Personal."

SUPPORTING CAST—Robert Ellis, Jack Perrin, Anderson Smith, Ed. Martindell, Fontaine LaRue, Herbert Prior and Lydia Knott.

DIRECTED BY—Clarence Badger, the director of Will Rogers' big success and "Don't Get Personal."

STORY BY—Mildred Considine.

SCENARIZED BY—Doris Schroeder.

PHOTOGRAPHED BY—Bennie Bail.

TIME—To-day.

LOCALE—Long Island, in the particular set which is long on pleasure and short on usefulness.

THUMB NAIL THEME—"It is a relief to see your level-headed attitude in contrast with these one-half of one per cent brains," said the father of "The Dangerous Little Demon," as he stood with his secretary and watched a score of society lightweights gambol about with his pleasure-mad daughter. And when the young secretary intimated his regard for the girl, "the old man" put his hand out and gave his best wishes to the serious-minded youth. In came "The Dangerous Little Demon" and her father's secretary proposed to her. Thus did her first taste of the serious business of life begin, while Gary McVeigh, a wealthy neighbor who played "big brother" to her, looked on and felt more pain than he wanted others to know. From one mad party to another "The Dangerous Little Demon" went in search of pleasure, balancing it against the attractiveness of a happy married life with a sensible man. In the end she didn't choose either!

Book--play--deposit your pr

Put on a Von Stroheim Week Now!

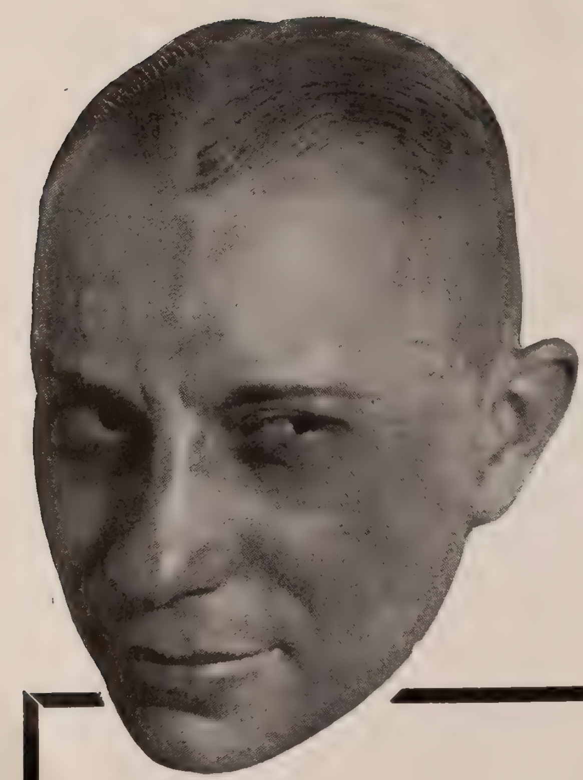
A VON STROHEIM WEEK now, with the countrywide interest and curiosity attaching to his name as the director of the million-dollar "FOOLISH WIVES," will mean only one thing — AS MANY PEOPLE AS YOU CAN POSSIBLY PACK INTO YOUR THEATRE.

SINCE the release of "FOOLISH WIVES," VON STROHEIM WEEKS have become an epidemic — they're spotting the country like ants on a hill, industriously collecting the dollars. The slogan, "Cash in on Von Stroheim" has been adopted by exhibitors from coast to coast, and they're "going to it" with a will and marvelous results.

YOU know the attraction power of fame — you know the most conservative people will go miles to see a celebrity or his works. VON STROHEIM IS A CELEBRITY — he has done something that has never been done before, directed the first million-dollar picture, a picture heralded far and wide as the most perfect ever made.

PUT on a Von Stroheim Week now—play "BLIND HUSBANDS" and "THE DEVIL'S PASSKEY," his two famous Universal-Jewel successes, and you'll get the people from every corner of your territory.

Get in touch with your Universal Exchange today!



UNIVERSAL-JEWE

fits! That's all there is to it!

BIG profits for the exhibitor is the result of every booking of "ONCE TO EVERY WOMAN." From every angle it's the kind of a picture that sells tickets and sends your patrons away satisfied.

IN the first place it is the greatest mother-love picture of the decade — hundreds upon hundreds of letters from exhibitors have established that fact—and it also offers to the public, at one time, two internationally famous starss. You can't beat that combination as a business-getter.

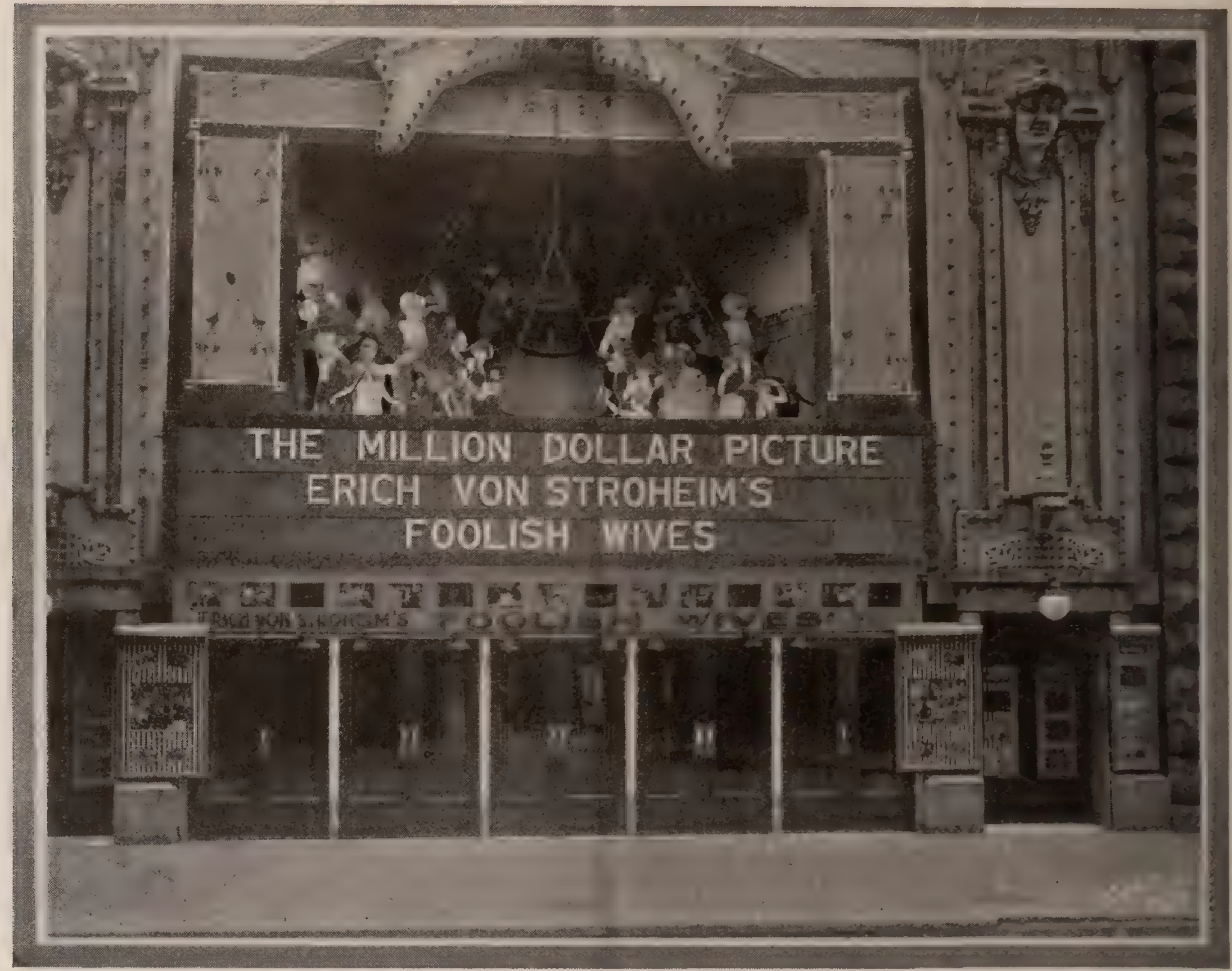
YOU know, and your people know, what DOROTHY PHILLIPS has done. Her work in "The Right to Happiness," "Man, Woman and Marriage," and a host of other big productions, has placed her up among the star headliners. She plays the leading female role in the picture. RUDOLPH VALENTINO, the male lead, is equally famous as a star. His work in "The Sheik," "Camille," and productions of that type has made him one of the most popular artists on the screen.

Your business is to book profitable pictures with the minimum amount of gambling. "ONCE TO EVERY WOMAN" has been tried and found guilty of packing theatres everywhere it has played. GET BUSY TODAY!

Play "Once to Every Woman"

PRODUCTIONS de LUXE

HOW “THE BUTTERFLY THEAT


THE MILLION DOLLAR PICTURE
ERICH VON STROHEIM'S
FOOLISH WIVES
ERICH VON STROHEIM'S FOOLISH WIVES

“Foolish Wives” Front Designed by the Butterfly Theatre, Milwaukee, Wis.

Florence Crabb, in The Wisconsin Journal, has this to say of “Foolish Wives”:

ERICH VON STROHEIM'S “Foolish Wives” on the Butterfly screen is virtually a satire on women. Don't miss it, women. Any one of you with a sense of humor will recognize in Von Stroheim one of the most clever men that ever lived, if not the cleverest, in that he doesn't only understand woman, but he KNOWS her.

Take off your hat to him, you women who pull the sympathy gag on a guy with a wad; you who squeeze out a few tears to your trusting husband when you want a particularly foolish whim satisfied or extra pin money.

Well, Von Stroheim has got you, that's all. Isn't it terrible, shocking, atrocious that any male should dare use the feline swindle tactics on the members of the “fair” and “weaker” sex? Only the poor animal has to work harder. It isn't as easy for a man to turn the tear ducts on, but in “Foolish Wives” Von Stroheim makes very effective use of the contents of a finger bowl.

The scene of the story is laid in Monte Carlo, where the young wife of an American ambassador is “rushed” by Count Sergius Karamzin, played by Von Stroheim, in order to further his swindling schemes. His wooing of her winds up in a gorgeous fire scene, culminating in a climax that's got a thrill right enough.

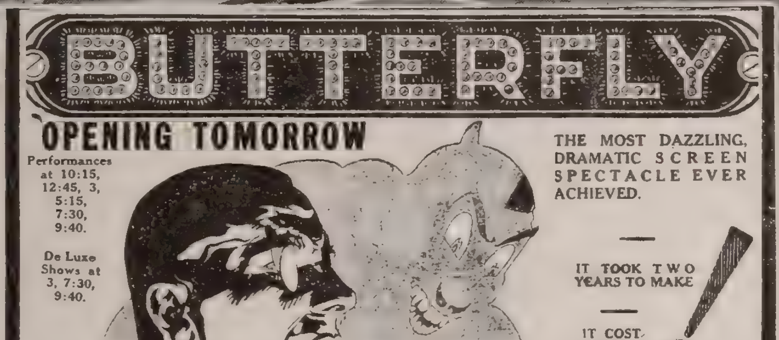
“Foolish Wives” sets a new mark in lavishness of sets, and the photography is little less than marvelous. The production is wonderful.

No woman should miss seeing “Foolish Wives.” She'll get some pointers in more ways than one.

Nancy Doane, Photoplay Editor of The Milwaukee Sentinel, says:

ERICH VON STROHEIM is a genius—he has made a picture that not only lives up to its advance publicity, but approaches the ultimate in setting, photography and dramatic incident. He has made a picture which compels an admiring tribute for his mastery of screen technique. “Foolish Wives” is the sort of picture fans will

E" EXPLOITED "FOOLISH WIVES"



BUTTERFLY

OPENING TOMORROW

Performances at 10:15, 12:45, 3, 5:15, 7:30, 9:40.

De Luxe Shows at 3, 7:30, 9:40.

THE MOST DAZZLING, DRAMATIC SCREEN SPECTACLE EVER ACHIEVED.

IT TOOK TWO YEARS TO MAKE

IT COST $1,104,000

Carl Laemmle presents Von Stroheim The Man you will love to hate in

"Foolish Wives"

The First real Million Dollar Picture

A Colossal Drama of Monte Carlo where even Saints are Sinners...

ADMISSION:
MATS. Until 6 P. M. Including Sat. and Sun. 55c | NIGHTS 75c Including Tax

HE dominates women because he knows their weaknesses.

He knows—and they know and you know he knows—in this amazing, colossal drama—presented in settings so rich your eyes will grow round with wonder. MONTE CARLO—Paradise of the Adventuress—of Prince and Pauper—of Rakes, Roues, Gentlemen and Gamblers—of Idle Husbands and Foolish Wives. Magnificently portrayed for you on the screen.

Superb—Artistic—Enthralling

IN ADDITION

STARTING SUNDAY (2, 7:30, 9:40 P. M.) MISS DUPONT (STAR OF "FOOLISH WIVES") WHOM VON STROHEIM CONSIDERS THE MOST BEAUTIFUL WOMAN ON THE SCREEN.

WILL MAKE THREE PERSONAL APPEARANCES DAILY

Left: One of the Many Window Displays Obtained by Butterfly Theatre for "Foolish Wives." Right: Note Crowds Jammed in Butterfly Lobby for Showing of Universal's Super-Jewel Production. Policemen in Photograph Are Two of Half-dozen Required to Keep Sidewalks Clear in Vicinity of Theatre. Below: Effective Quarter-Page Advertisement from Campaign Book Used by Butterfly Theatre to Publicize Von Stroheim's Masterpiece.

talk about—and not always aloud.

Aside from its marvelous reproduction of Monte Carlo and the atmosphere with which the scenes have been pervaded, the most remarkable and longest to be remembered features of the film are von Stroheim's portrayal of the despicable, lustful pseudo-count, and the striking incidents he has devised. For instance, we see an officer repeatedly ignoring the ordinary courttsies, neglecting to restore a book, a handkerchief, or a glove that a lady has dropped. Then his cape falls from his shoulders—we see that he is armless.

Very few technical errors are found in the film. "Foolish Wives" is an entertaining picture—for some members of the family.

The blonde Miss Du Pont, bearing the laurel crown of the screen's most beautiful woman, arrived at the Butterfly Sunday to add her presence to the gentral lavishness of the occasion. Von Stroheim, it is rumored, will be with us soon.

Mary Mac, reviewing "Foolish Wives" in The Milwaukee Journal, says:

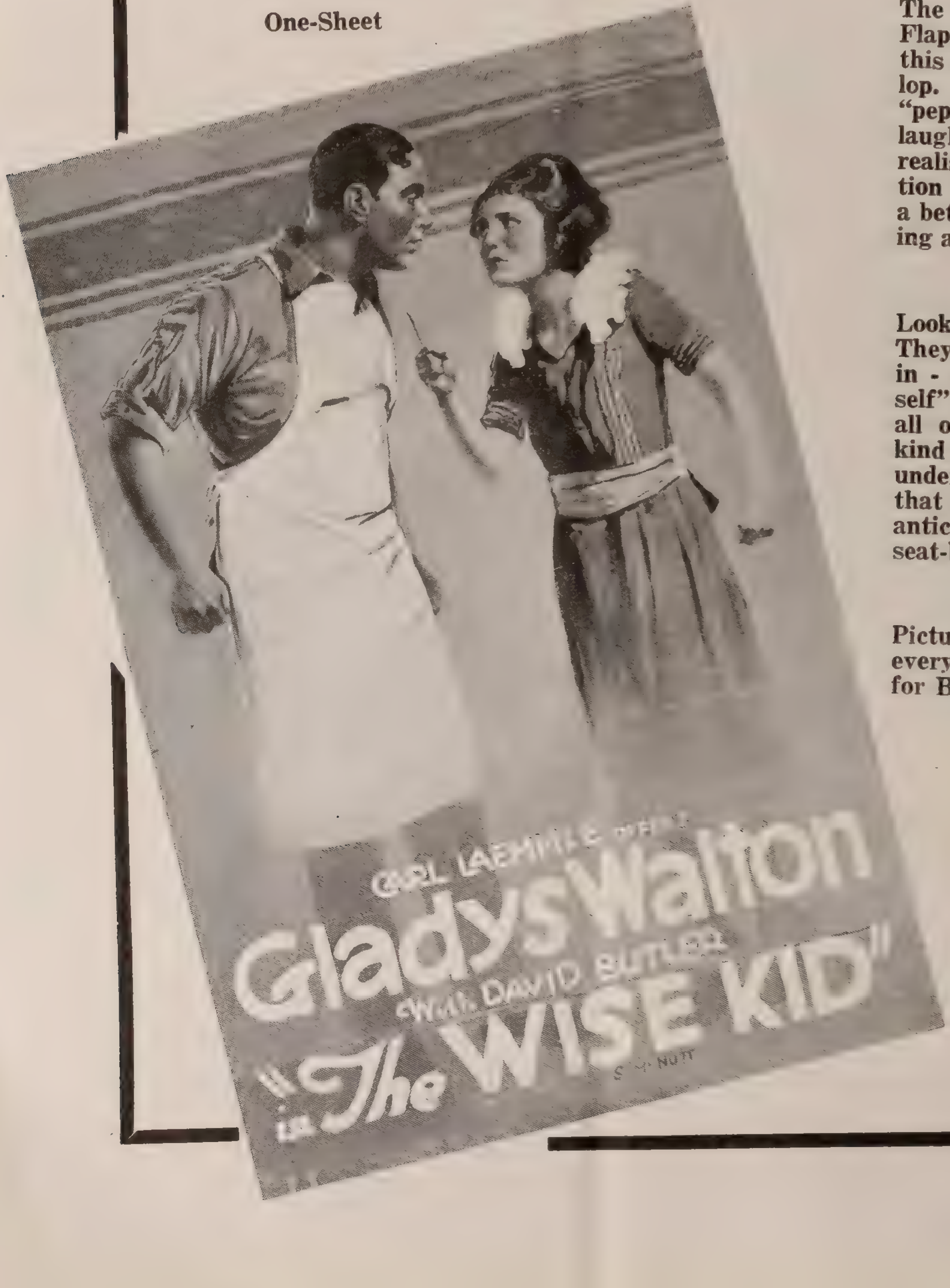
IT'S here at last! "Foolish Wives," the Erich von Stroheim production for which Universal has been waiting as anxiously and as patiently as the public has.

"Foolish Wives" has probably had more advance publicity than any other drama of the screen. It took the author-director about two years to make and he spent $1,000,000 or more on the production. That this has not been "talk" alone, can easily be learned from viewing the film. It is a costly drama, unusually well directed by the director—Von Stroheim and unusually well played by the star—Von Stroheim. As actor and director this genius of the screen amazes one. The story tells of the many loves of Count Sergius Karamzin, an adventurer. He cares naught for women and stops at nothing to prove it to them. He is a horrible

(Contin'd on Page 39)

You'll make spendthrift

One-Sheet



The "Little Queen of the Flappers" has sure put this one over with a wallop. For concentrated "pep," unforgettable laughs and delightful realism of characterization she has never made a better—and that's saying a whole mouthful.

Look at these posters. They've got that "come-in - and - enjoy - yourself" spirit sticking out all over them. It's the kind of paper that gets under the skin and starts that tingling sensation of anticipation that ends in seat-buying.

Picture, paper, ad cuts, everything are just made for BIG BUSINESS.

Three-She

of the tightwads with this one-----

One-Sheet

---and add many shining shekels to your bank balance!

They Went Wild

"BABY" PEGGY

The Two-Year-Old Bernhardt
and her co-stars

Lee Moran Harry Sweet Brownie

are "knocking 'em dead"!

Century Comedies

BABY PEGGY in

- "Sea Shore Shapes"
- "A Muddy Bride"
- "Get-Rich-Quick Peggy"
- "Little Miss Mischief"

LEE MORAN in

- "The Straphanger"
- "The Touchdown"
- "Upper and Lower"

HARRY SWEET in

- "The Dumb-bell"
- "Shipwrecked Among Animals"
- "Horse Sense"

BROWNIE in

- "Chums"
- "Golfing"
- "Table Steaks"

Release

ver "Baby" Peggy

in Marshall Neilan's "Penrod"!

NEW YORK WORLD

"The prize for cuteness goes to tiny Baby Peggy who plays the part of Peggy Rennsdale."

NEW YORK TRIBUNE

"The child (Baby Peggy), who played Baby in Neilan's Penrod, is almost too good to be true."

EXHIBITORS HERALD

"Baby Peggy of Century Comedies, who as Wesley Barry's partner, is a scream in the dancing class scenes."

NEW YORK HERALD

"And Baby Peggy, the tiniest star on the screen, adds several carats to the value of the picture by the vim with which she weeps a bucket of tears."

Thru Universal

"Remark

Says School Head

CARL
LAEMMLE
presents

GEORG

a

LOUISE

in
"With

STAN
IN A

DIRECTE
WILLIA

able Film!"

"It gives me very great pleasure to say that we have reviewed your new serial, 'With Stanley in Africa,' starring George Walsh. We consider it a very remarkable film both for the fidelity with which the producers have treated the historical episodes and for the interest and action displayed throughout. We are very glad to recommend this without any reservation for school use. We wish to especially recommend your director in this picture, who has shown remarkable skill in casting his characters and in carrying out the story of the serial."

Robert H. Lane, Asst. Supt., Los Angeles City Schools

Lavish Assortment of Paper on "Foolish Wives"

Most Complete Line of Lithographs Ever Devised Goes out with Universal's Million Dollar Super-Special

As begets such a picture as "Foolish Wives," the Poster Department of Universal has issued a greater and more artistic assortment of paper than it has ever devised before in all its history. In this collection of paper every possible angle of this most expensive and elaborate picture is covered.

For instance, in the three 24-sheets there is the action angle covered in the scene in the swamp during the storm; the woman angle is covered in a very striking and effective way through five dress mannequins thrown against the Monte Carlo setting; and there is the von Stroheim angle with the spider-web motif. The same thing occurs in the six-sheets, of which there are two varieties. There are five three-sheets with the love interest, the von Stroheim angle, action, Monte Carlo, and two of very bizarre effects, achieved not only in the drawing, but in color. There are also seven styles of one-sheet, of which one in particular is a very clever imitation of oil painting. This imitation is achieved through embossing and its grotesque coloring of the von Stroheim countenance makes it particularly effective for any kind of lobby adornment or for display in theatre fronts where managers strive to achieve individuality such as cannot often be obtained through lithographs. It can also be used in place of an actual painting.

In addition to this tremendous assortment, there are three window cards and three half-sheets for a design for special purposes.

* * *

Distributors Open New Boston Office

THE American Feature Film Company, which distributes the Universal product in New England with the exception of a little corner in Connecticut, opened its new quarters at 37 Piedmont Street, Boston, Mass. These quarters are vastly superior to the old ones on Church Street and are necessitated by the growing business of the American Feature Film Company.

150 Floral Pieces

Mr. Nathan Asher, president of the American Feature Film Co., issued an invitation to exhibitors of New England to an official opening on February 21st. The invitation was so generally accepted that the new offices were crowded from noon until way after six o'clock. Mr. Asher also received 150 floral pieces from exhibitors and producers. A six-piece jazz orchestra furnished music and representatives of every daily paper in the City of Boston were present and carried elaborate accounts of the opening in their columns.

Mayo Returns to California Studio

FRANK MAYO, who has been enjoying a six weeks' vacation in New York, returned on Monday to Universal City, where work will be started immediately on "Out of the Silent North," by Harry Sinclair Drago and Joseph Noel. This is a strong story of the Northwest, for which type of story these authors are best known.

While in New York, Mayo made many personal appearances at the theatres where his films were being shown. He was forced to turn down an attractive vaudeville offer from one of the leading circuits because his vacation time was so limited.

Several novel publicity stunts were engineered for Mr. Mayo. The Universal star was the first screen favorite to "appear, via wireless," was the guest of honor at many functions, and dove off the Battery sea-wall, New York City, attired in an Ever-Warm Safety-Suit.

Takes Part in Big Educational Parley

FOR the first time in its history Universal is taking part in a convention of educators. This unusual situation arose through the tremendous success which Universal has achieved with educational and historical serials. The widespread interest taken by educational bodies and by those prominent in educational affairs throughout the country prompted a request to Universal to take space at the convention of the Department of Superintendents of the National Educational Association. This convention is now in session in Chicago and nearly 8,000 officials are in attendance.

Serials Presented

Fred J. McConnell, manager of Universal's serial department, is in Chicago in attendance and is presiding at Universal's booth. Universal also is showing there its latest serial, "With Stanley In Africa," and a number of scenes from "In the Days of Buffalo Bill," a serial which covers a period in which the famous United States scout took a prominent part.

"'Conflict' Saved the Day--It Was a God-send"

Wasco, Oregon.

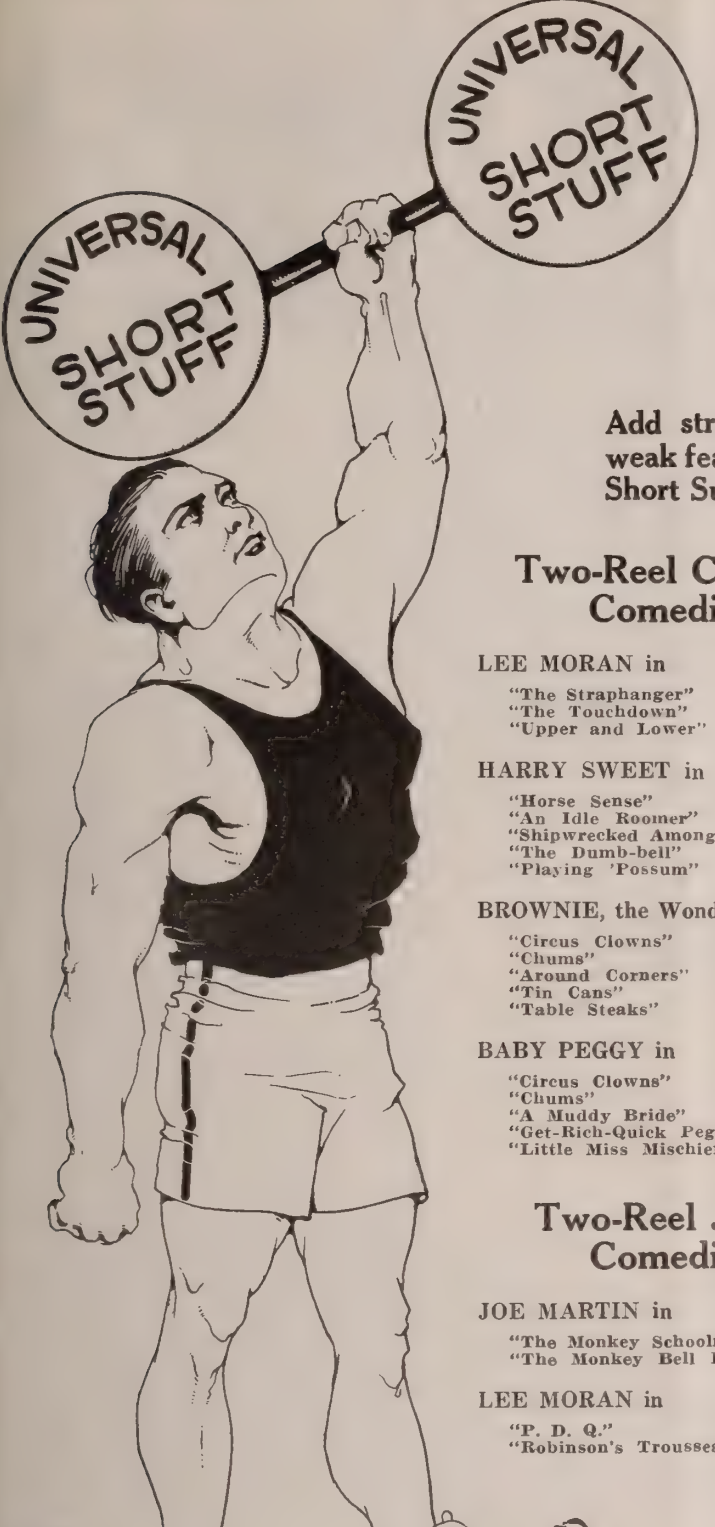
Gentlemen:

Perhaps you would be interested in knowing that your Priscilla Dean picture "Conflict" broke all house records during 1921 for Wasco Theatre and with times as they have been, also considering the fact that roads were impassable on the two days of the showing of this picture, I think this is "going some."

The aspect of business began to look as cheerful as a hearse at a front door until "Conflict" came along and saved the day. It was a God-send.

I am vouchsafing this information for the reason that it is the first picture I have had in ages that has made any money and it is such a remote occurrence that it makes me feel pretty good.

Yours very truly,
WASCO THEATRE.
Raymond Crowder, Mgr.



The giant among the shorts

Add strength to any program, hold up weak features, pull big crowds—Universal Short Subjects will do it.

Two-Reel Century Comedies

LEE MORAN in

"The Straphanger"
"The Touchdown"
"Upper and Lower"

HARRY SWEET in

"Horse Sense"
"An Idle Roomer"
"Shipwrecked Among Animals"
"The Dumb-bell"
"Playing 'Possum"

BROWNIE, the Wonder Dog, in

"Circus Clowns"
"Chums"
"Around Corners"
"Tin Cans"
"Table Steaks"

BABY PEGGY in

"Circus Clowns"
"Chums"
"A Muddy Bride"
"Get-Rich-Quick Peggy"
"Little Miss Mischief"

Two-Reel Jewel Comedies

JOE MARTIN in

"The Monkey Schoolmaster"
"The Monkey Bell Hop"

LEE MORAN in

"P. D. Q."
"Robinson's Trousseau"

JACK PERRIN in

"The Phantom Terror"
"A Bluejacket's Honor"
"The Danger Man"
"Both Barrels"
"The Rim of the Desert"

GEORGE LARKIN in

"The Call of Duty"
"Beauty and the Bandit"
"Raiders of the North"
"The Honor of the Mounted"
"The Fight Within"
"Roaring Waters"

EILEEN SEDGWICK in

"The Open Wire"
"A Woman's Wit"
"The Dream Girl"
"A Battle of Wits"
"The Girl in the Saddle"
"The Night Attack"

EDDIE POLO in

"The Return of Cyclone Smith"
Series

ART ACORD in

"Fair Fighting"
"The Call of the Blood"
"The Ranger's Reward"
"Matching Wits"

SPECIAL CAST in

"Fighting Back"
"Captain Kidd's Finish"

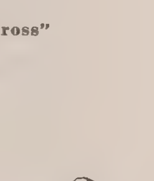
LAURA LaPLANTE in

"The Deputy's Double Cross"

PERCY PEMBROKE in

"Ned of the News"

Book 'em and convince yourself



Boston Zone Houses, take note!

3,500,000 people daily told of International News

IF you believe in advertising—and you must believe in it or you wouldn't be a successful exhibitor—this will interest you.

Every copy of the Boston American and Boston Advertiser carries an ad daily, on the pictorial page—the most read page of a newspaper—telling of International News. These papers go into 700,000 homes with an average of five persons to a home.

JUST STOP AND THINK WHAT THAT MEANS!

Approximately 3,500,000 people told unceasingly, day after day, of the advantages of International News. Stop and picture the tremendous influence such a force must have with its readers!

REMEMBER — International News is the only news reel that does daily newspaper advertising.

REMEMBER — International News gives you a little better than the best of world news events with a high average of scoops and beats.

BUY THE NEWS REEL THAT SELLS ITSELF

International News

Released thru Universal

Exploitation Hints for Exhibitors

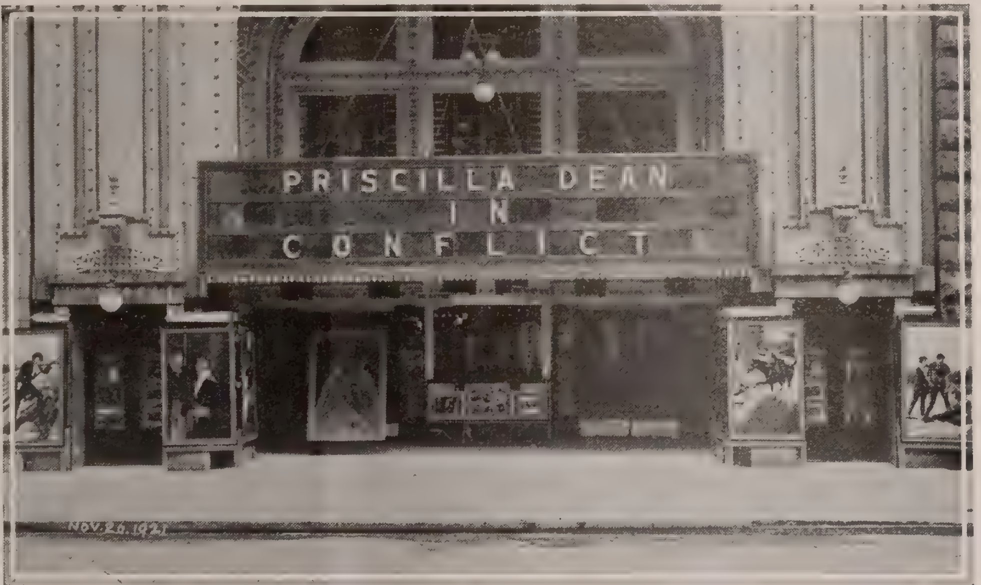
A Good Suggestion

THE Monarch Theatre of Porterville, Cal., had a suggestion on the back of one of their recent programs that is so good, we are passing it on to other exhibitors. Here it is:

"While many patrons continue to follow the habit formed in the days when the picture programs were composed entirely of short subjects and enter the motion picture theatre whenever it happens to suit their convenience to do so, we are glad to note a growing tendency on the part of our patrons to time their arrival at the theatre so they will be on hand at the beginning of the feature photoplay, as we are desirous of having them obtain from our fine photoplays—that very cream of the motion picture market—the utmost degree of enjoyment they are capable of affording, and in no other way can this be secured.

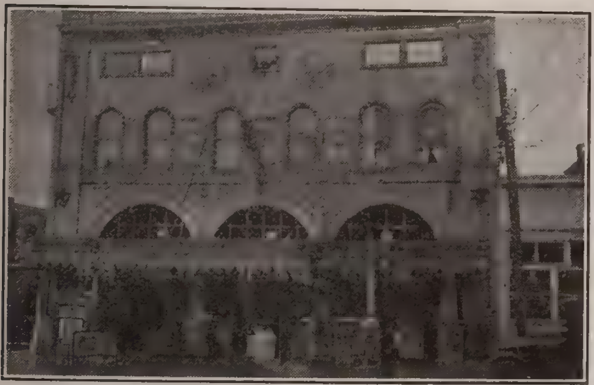
"The photoplays of to-day are built up carefully, just as are the stage plays, through a series of incidents of increasing interest and importance to a grand climax toward the close, and to begin witnessing one toward its middle or latter part is to lose the cumulative force of these incidents and fall short of realizing the fullness of their culminating power in the final climax. Although in the case of the photoplay the patron may remain and see the missed portion on the second showing, the fullness of enjoyment it may have been capable of affording cannot be realized owing to the absence of the elements of mystery and suspense caused by the seeing of the climax first, and it simply palls, having been utterly spoiled."

Effective Front for "Conflict" at Butterfly



The Butterfly Theatre, Milwaukee, Combined Artistry and Effectiveness in Its Lobby and Front for the Recent Priscilla Dean Universal-Jewel by the Employment of Posters Only in Its Display

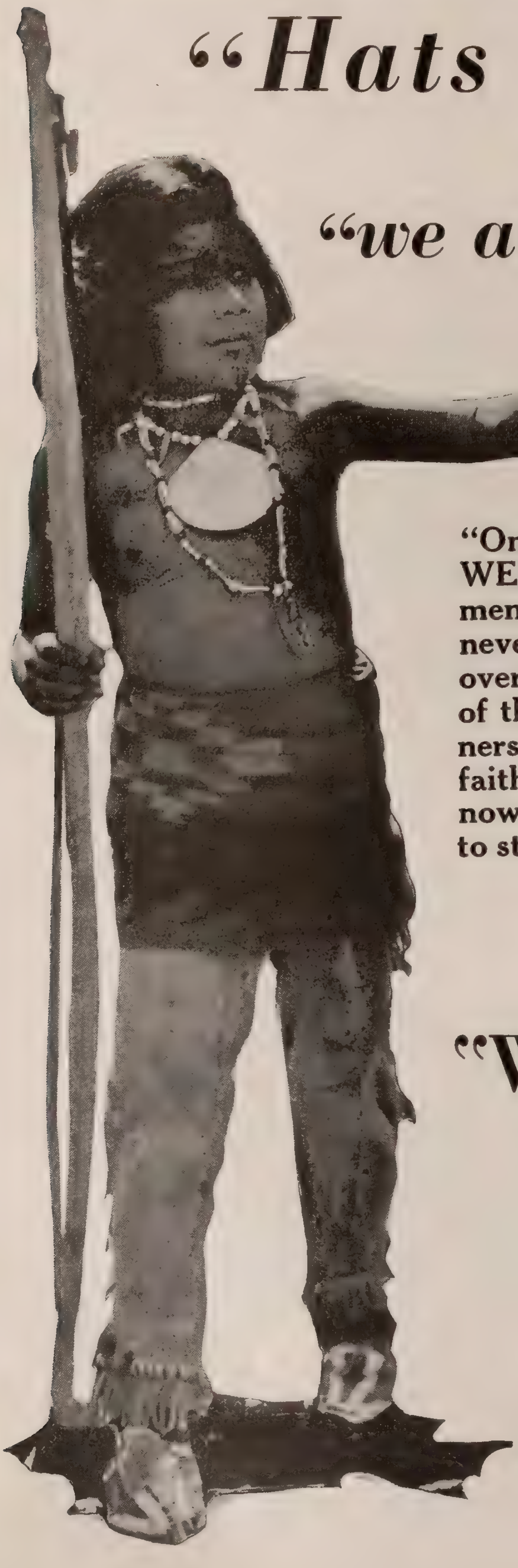
Utilizes Sidewalk in Display



Roy McShaffery, Manager of the Star Theatre, Monnesen, Pa., Takes Advantage of His Wide Sidewalk in Advertising His Show. Mr. McShaffery Plays All Universal Special Attractions and Does Particularly Well with Hoot Gibson Releases

This Lobby Put Over "Reputation"

David Baltimore, Manager of the Strand, New Castle, Pa., Did an Extremely Big Business with the Dean-Jewel — The Strand Is a 100% Universal House — Mr. Baltimore Regrets Having to Buy Part of His Program Elsewhere as Universal Does Not Make Enough Releases to Keep Him Supplied Throughout the Entire Year



"Hats off to you,"

says Exhibitor Fowler,

"we are just as anxious as our kiddie patrons for the next one."

"One more chapter and 'WINNERS OF THE WEST' will close a highly profitable engagement at the Elmwood — the theatre that vowed never to run another serial and kept its word for over two years until Universal gave us 'Winners of the West.' Thanks to you for insisting 'Winners of the West' was not a typical serial—your faith in your product has made money for us, and now we are just as anxious as our kiddie patrons to start our run on 'Robinson Crusoe.' "

Carl Laemmle
presents

"WINNERS of the WEST".

Starring

ART ACORD

Directed by
EDWARD LAEMMLE

Universal's American History Chapter-Play

OF INTEREST TO EXHIBITORS

Many Bookings on "Leather Pushers"

Bookings on "The Leather Pushers" are coming in fast and furious. The latest to join the fold is the Consolidated Amusement Co.; N. Y. C., which controls the Regent, Village, Tivoli, Arena, 72nd Street Playhouse and many other houses. They will start playing Round 1 at an early date. Other houses announcing dates are the Garden Theatre in Princeton, N. J.; Stone Theatre in Brooklyn; Colonial, Brooklyn; Academy, Jersey City; State, Middleton, N. Y.; National, Jersey City, and many others.

Lee Moran in Newark

Sidney Ascher and Joe Jacobs, prominent exhibitors and owners of the Halsey Theatre, Newark, N. J., announce an engagement of Lee Moran in "Upper and Lower" at their theatre, starting one week from Saturday.

Broke All Records

Silverman Brothers of the Strand Theatre, Altoona, Pa., had 3,700 children paid admissions to see the first episode of "With Stanley in Africa." It broke all their house records as far as children's attendance went. The Strand is a 1,500-seat house. Four hundred children were waiting in the lobby one hour before the house opened, the largest crowd of kids they were ever called upon to handle.

Lighthouse Stuff Always Effective Lobby Display

How the Holman Theatre, Montreal, Exploited Mary Philbin in "Danger Ahead"

REPEATS ON "FOX"

Harry Carey in the "Fox" went over so big at the Nemo Theatre, Johnstown, Pa., that Managing Director L. W. Barclay is repeating it for two more days. He says the picture certainly surprised him. "I was a little timid about putting Carey in our best house at first, but after playing his first Jewel nothing will surprise me any more," Barclay said.

Mayo a Hit

D. M. Doolan, of the Doolan Theatre, Genoa, Colorado, opened his house on February 17th with a Universal special attraction, "The Blazing Trail." The Mayo release went over in great shape, he says, and all his patrons were pleased with the splendid Frank Mayo feature.

Pretty Soft, Mr. Mayor!

The Gentleman with the "Peace-on-Earth-Good-Will-to-Man" Expression is Francis X. Schwab, Mayor of Buffalo—Who Wouldn't Smile if He Could Be Photographed with Miss duPont? Miss duPont Helped Put Over "Foolish Wives" at the Criterion, Buffalo, by Making Personal Appearances the First Week of the Run of the Universal Super-Jewel

"Foolish Wives" for Newark

The Goodwin Theatre of Newark, N. J., will play "Foolish Wives," starting March 18th. Elaborate preparations are being made for the presentation of this screen masterpiece in the Newark cinema palace. An extensive exploitation campaign has been arranged.

Schwartz Books Witwer Series For Entire Chain of Theatres

A. H. Schwartz has booked "The Leather Pushers" for his circuit of theatres in Flatbush, consisting of the Farragut, Linden, Rialto, Merrick, in Jamaica, and Kingsway.

Lachman Returns to Post as Big "U" Exploitation Chief

Marc Lachmann, exploitation and publicity representative of the Big U Exchange, returns to his post after a severe attack of influenza. Mr. Lachmann will execute campaigns devised on "Foolish Wives," "The Leather Pushers" and other big box office attractions.

Denver's Largest Theatre Cleans Up With Century

The new Colorado Theatre, the largest in Denver, Col., seating 2,500 people will open its doors Monday, part of its program being made up of the Century comedy, "Mutts." In addition thereto Century will be represented in the American Theatre, also next week, with "Peggy, Behave."

How "The Butterfly Theatre" Exploited "Foolish Wives"

(*Continued from Page* 27)

creature, one you will actually despise and is made decidedly real by Von Stroheim's remarkable acting. There are many unusually good touches in the film. The settings, showing Monte Carlo, are really beautiful. Miss duPont is the foolish wife in the story—there is only one, you know. Maude George as the Princess Olga does the best work of the supporting cast.

"Foolish Wives" will set Milwaukee talking; it is that kind of a picture. It is really something to see, for it will be a long time before the screen can offer a more splendid characterization than that which Von Stroheim gives of the count.

Miss duPont is making personal appearances at the Butterfly all this week.

EXHIBITORS: Please let us know what you are doing—we are interested, and our readers are interested, in hearing about any innovations, improvements or renovations you make in your house. If you "pull" any original exploitation stunts, devise any striking lobbies, or originate any effective ballyhoos, SEND IN PHOTOS OF THEM! You will be given full credit and your ideas may help some other exhibitor, and his will help you. Address all communications to "THE CHAT PAGE" Care of THE MOVING PICTURE WEEKLY, 1600 Broadway, New York City.

"WILD HONEY"

Universal-Jewel

Starring **PRISCILLA DEAN**

LADY VIVIENNE Giffard-Carlton, a haughty English beauty, is used by her grandfather to lure Henry Porthen, an uncouth but wealthy business man, into an investment. Porthen hears he has been duped, and in revenge invites Lady Vivienne to his hunting lodge, accompanied by Freddy Sutherland, a society light-weight.

At the lodge Porthen locks Freddy in a room, and then has Vivienne in his power. She fights him in vain, but is saved by a pistol shot from an unseen hand, which kills the lodge owner. Vivienne thinks Freddy fired the shot, but it really was done by a woman wronged by Porthen.

On the Veldt

Lady Vivienne escapes from the lodge unnoticed. Sutherland disappears, which confirms her in her belief he saved her.

A year later Lady Vivienne is in South Africa looking into her property holdings. Wolf Montague, a Cape Town political force, falls in love with her, but she is indifferent to him. In a trip across the veldt she is lost. A degenerate teamster finds her. She is faced with life as a white captive, when Kerry Burgess, a young hydraulic engineer, stumbles across the teamster's camp. That night Burgess overcomes the teamster and his negro helpers and carries her safely to the nearest town. For the first time in her life she falls in love.

A Debt of Honor

Just when she is going to join Kerry and become his wife, she finds Freddy Sutherland, now a drunken wreck. Her conscience prompts her to care for him, and so she fails to keep her marriage appointment. Later Sutherland explains he ran away like a coward on the night at the lodge. He slips away again, rather than be a burden on her.

She overhears a plot, instigated by Wolf Montague through jealousy and business reasons, to dynamite a dam and drown Burgess and his band of colonists, opening up a near-by river valley to cultivation.

Vivienne rides a race against death to warn her lover. She arrives as the water is sweeping down the valley upon the trapped families. She is in time to save most of them, but she and Kerry are caught in the rushing torrent. Providence alone brings them safely ashore far down the valley. From a haughty English society girl Vivienne has been changed into a warm-blooded woman, glorying in tht love of her engineer sweetheart. She has tasted the wild honey of adventure and perfect love.

"PEGGY, BEHAVE"

Two-reel Century Comedy

Starring **BABY PEGGY**

PEGGY is the mischievous little ward of a cruel-hearted aunt, who forgets that she was a baby once. But, as this was so far back, one cannot blame her for forgetting the fact. The aunt makes life miserable for the little youngster.

After getting into quite a bit of trouble the aunt sends the little child back to her mother by parcel post. While en route bandits hold up the train, but Peggy foils their attempt at robbery with some roman candles.

The president of the road is riding in the train, and when he learns it was little Baby Peggy who saved the train he allows her to ride with the engineer. In the engineer's absence the bandits let the train run wild, but Peggy stops it just as it is about to reach a draw-bridge. The president gives her a big check, and she arrives home wealthy and happy.

"THE SECRET FOUR"

Episode No. 15

"Black Gold"

JIM lands on his feet and runs to meet Helen, who has obtained the gold. They get to the Blackstone ranch just in time and claim the property as the option is about to expire. Walgrove's gang arrives and drives Jim away. He jumps on a horse and is pursued. He is cornered and driven into a railroad tunnel just as a train goes thundering in after him.

The fleetness of his horse enables Jim to beat the train through the tunnel. Jim's friends are captured by Walgrove. Jim arrives with a rescue party and overpowers the Secret Four. Reynolds reveals himself as a United States Secret Service operator working on the case with his wife, Helen. The Shifting Shadow removes his disguise and is discovered to be Nadine's uncle, Prof. Martin, the geologist. The mysterious Indian turns out to be the professor's brother. The oil property goes to America, the enemy agents are defeated and Jim and Nadine become engaged.

THE END

International News No. 15

Calcutta, India.—India's star riders.

In the Public Eye.

Chicago, Ill. — Skyscraper "manicurists."

San Francisco, Cal.—Old folks rejuvenated.

San Francisco, Cal. — Boy Scouts handle fireboat.

Chicago, Ill.—Bobbed hair to stay.

Moscow, Russia—Soviet rulers lift ban on ancient Church rite.

Rome, Italy.—No more beggars in the Eternal City.

Daytona Beach, Fla.—Winter racing at beach.

San Francisco, Cal. — Mounted police exhibit skill.

Cambridge, Mass. — "Mechanical man" teaches rowing.

Princess Mary's Wedding a Reunion for Royalty.

Powers Cartoon.

"WITH STANLEY IN AFRICA"

Episode No. 7

"The Trail of the Serpent"

JACK chokes the lioness and escapes with Nadia. They proceed through the jungle and are finally lost. Seeing an encampment, they proceed to it and find a settlement of Arab slavers who have joined forces with Lake's party.

Livingstone is next seen far off in the interior of the Dark Continent, pleading with an Arab slaver to be merciful with his captured slaves. The trader explains the slaves were given him by a native chief in payment for goods stolen from his caravan, which the natives had looted. Later one of the slaves tells Livingstone how his tribe had been attacked and made captive by the Arab. Heartbroken at the suffering around him, Livingstone disappointedly decides to give up his mission and return to Ujiji.

Meanwhile Jack, threatened by Lake unless he reveals the secret of the missing White Tribe, overpowers his guards and, after battling with the entire outfit, escapes with Nadia. They are hurrying away from Lake and the pursuing Arabs, when they fall into an animal pit in which are trapped two ferocious leopards.

International News No. 16

Norfolk, Va. — International News presents vivid sidelights on the great airship disaster.

Miami Beach, Fla. — Speed boats tune up for winter classic.

Moscow, Russia.—Soviet rulers lift ban on ancient Church rites.

Burlington, Vt. — College students hold winter carnival.

Natick, R. I.—Troops guard mills in New England strike.

San Bernardino, Cal.—Orange Show surpasses record.

Jersey City, N. J.—Mexican bullfighters rehearse in Jersey.

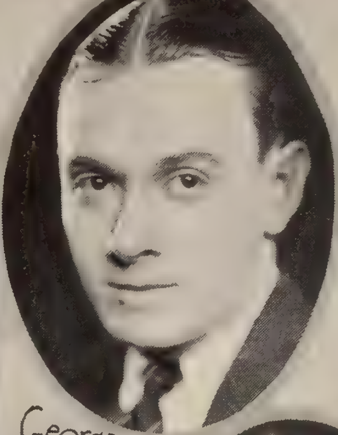
Miami Beach, Fla.—U. S. poloists defeated in thrillling match.

In the North Atlantic—Battle heavy seas to save helpless liner.

Tad Cartoon.

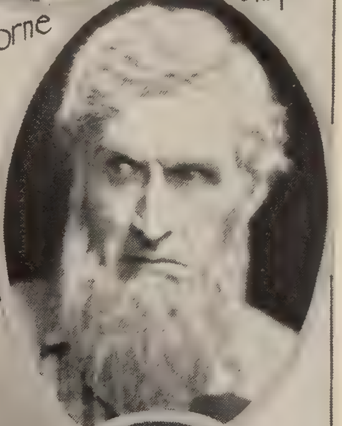
Edith Hallor

House Peters



George Hackathorne

Mary Philbin



Russell Simpson

COMING SOON!

An All Star Cast

presented by Carl Laemmle in

"HUMAN HEARTS"

Directed by
King Baggot

Gertrude Claire

Ramsey Wallace

UNIVERSAL — JEWEL

HERE is something truly worth watching for. The enormously successful stage play by the late Hal Reid, played by him in practically every town and hamlet in the whole country. Soon to be shown as a Jewel Master-production, with the most perfect cast of years. Millions have seen the stage play—millions more are eager for this screening. Watch for announcement.

Miss du Pont
Leading Lady in
Carl Laemmle's Everlasting Triumph
"Foolish Wives"
by and with Von Stroheim
The First Real Million Dollar Picture Ever Mad
Universal Super-Jewel

THE MOVING PICTURE WEEKLY

VOL. 15 MARCH 18, 1922 NO. 5

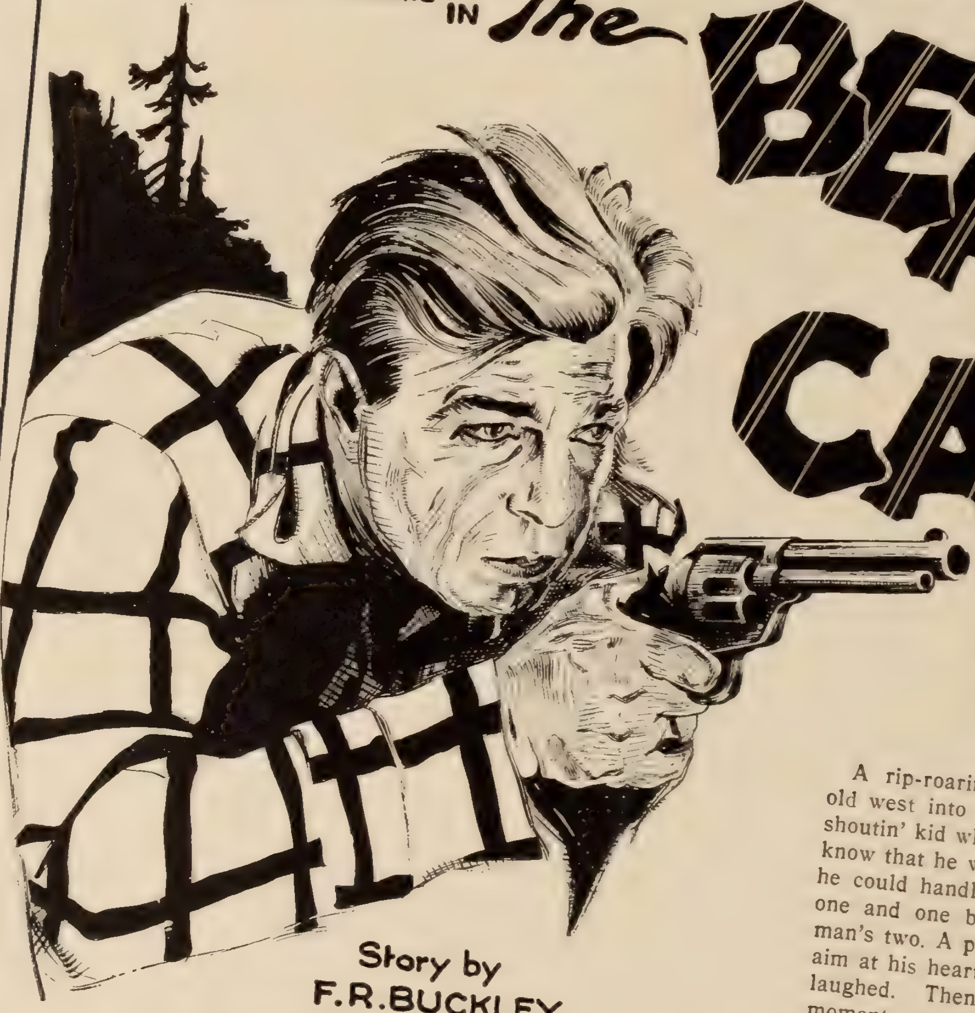
HARRY CAREY
IN
"MAN TO MAN"
UNIVERSAL
JEWEL

Action! For you and your patrons!

If your folks like action, they'll get it all right in this rip-roaring western. Use your press sheet---its full of ads as good as this one and you'll get action at your box office.

Hoot Gibson

Presented by Carl Laemmle IN "The BEAR CAT"



with
Lillian Rich
Harold Goodwin
Charles French
William Buckley

A rip-roaring story of the jolly old west into which came a singin', shoutin' kid who let the whole world know that he was a "bad man"; that he could handle two guns better than one and one better than any other man's two. A pair of blue eyes took aim at his heart and the whole town laughed. Then came the big red moment—see how he proved himself a bearcat in action and in love.

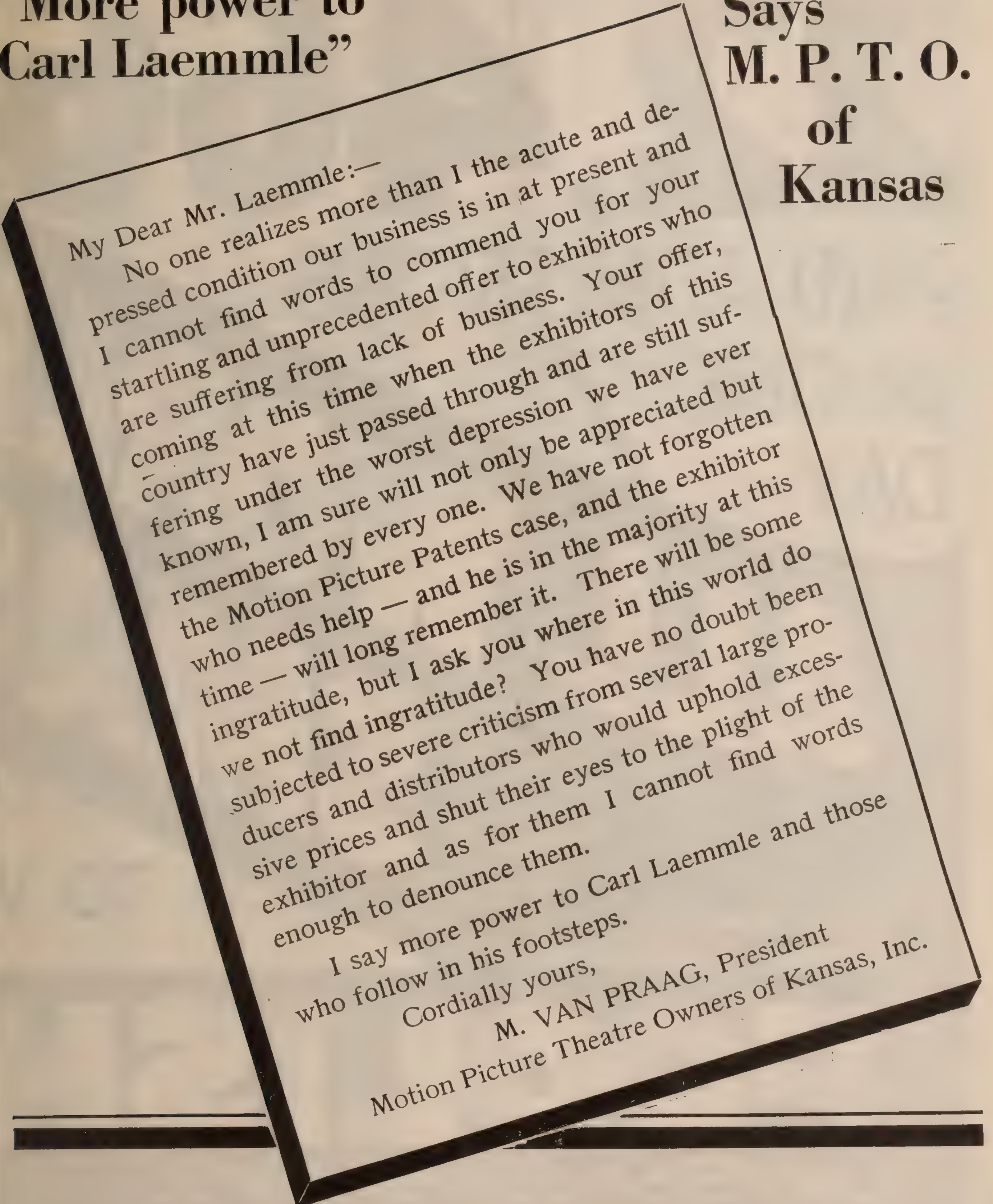
Story by
F. R. BUCKLEY
Directed by ED. SEDGWICK

A UNIVERSAL PICTURE

On Its Way!

"More power to Carl Laemmle"

Says M. P. T. O. of Kansas



My Dear Mr. Laemmle:—

No one realizes more than I the acute and depressed condition our business is in at present and I cannot find words to commend you for your startling and unprecedented offer to exhibitors who are suffering from lack of business. Your offer, coming at this time when the exhibitors of this country have just passed through and are still suffering under the worst depression we have ever known, I am sure will not only be appreciated but remembered by every one. We have not forgotten the Motion Picture Patents case, and the exhibitor who needs help — and he is in the majority at this time — will long remember it. There will be some ingratitude, but I ask you where in this world do we not find ingratitude? You have no doubt been subjected to severe criticism from several large producers and distributors who would uphold excessive prices and shut their eyes to the plight of the exhibitor and as for them I cannot find words enough to denounce them.

I say more power to Carl Laemmle and those who follow in his footsteps.

Cordially yours,

M. VAN PRAAG, President

Motion Picture Theatre Owners of Kansas, Inc.

22,466

PAID ADMISSIONS
IN ONE
DAY!

ALL WORL

SMAS

P

TO W

CARL LAEMMLE'S
SUPREME ACHIEVEMENT

"FOOLISH

UNIVERSAL SUPER-JEWEL

S RECORDS
HED !

CAPITOL
THEATRE
NEW YORK CITY

WORLD'S GREATEST HOUSE
AYS WORLD'S GREATEST PICTURE
RLD'S GREATEST BUSINESS !

WIVES"

DIRECTED BY AND FEATURING VON STROHEIM

I STOOD UP

No. 273.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

I'VE seen thousands of moving pictures in the years I've been in the business. A few of them have moved me to tears, laughter or excitement. Most of them left me cold.

But when I saw the prize fight in the Universal-Jewel-Collier's first picture of "The Leather Pushers" series, I STOOD UP AND YELLED. I got so excited that I forgot I was sitting in the Universal projection room with the man who wanted to sell me the picture sitting right alongside of me!

Mind you, the deal whereby Universal afterward bought the picture was not even made yet, and I was forgetfully making it easier for the seller to land me by yelling my head off at what I saw.

Well, "The Leather Pushers" will do the same to you. And, what's more important, it will do the same thing to your audience! When you can make them yell, you've got them! And how many pictures do you get in the course of a year that will make your people get up and emit loud noises?

Harry Pollard directed "The Leather Pushers," and he put his heart and soul into each picture---for there is a series of them, each story complete in two reels.

Reginald Denny plays the lead, that of a handsome young college man whose father has gone broke and

AND YELLED!

who goes into the prize ring to make his fortune. Denny is simply a knockout in every picture.

H. C. Witwer wrote the stories for Collier's Weekly. They were so tremendously popular that Collier's kept asking Witwer to write more and more of the articles. And he did. He wrote twelve all told. They will give your old blood a ride such as it has not enjoyed since you were a mere squirt.

This is the kind of stuff the movies need---something new, something with a terrific kick, something to send people out of the theatre talking about the show, something clean, something that delights the women as much as it excites the men.

Millions of people are now reading "The Leather Pushers" in the daily newspapers, where it is being published by special arrangement. Millions more will want to read it after you have shown "The Leather Pushers" in your theatre. SEE EVEN ONLY ONE OF THESE AND YOU ARE SOLD FOR THE WHOLE SERIES!

Newspapers now running the story are The Washington Post, The Boston Post, The Omaha News, The Chicago Daily News, The Philadelphia Record, The Brooklyn Eagle, The New York Telegram, The Dayton News, The Berkeley Gazette, The McKeesport Record, The Portland (Ore.) News, The Montreal Star---AND MORE ADDED EVERY DAY!

The best first run houses in the country are booking "The Leather Pushers," and their only kick is that "there are not enough pictures in the series." That's the kind of a kick I love to hear!

All there with the

Booked by the bigges

READY-MADE patronage has been found by these live showmen in the millions of men and women now reading the syndicated newspaper version of "The Leather Pushers." Folks all over the country are waiting to see this wonderful series on the screen.

Get busy!

The greatest two

PANTAGES
Portland, Ore.
PORTOLA
San Francisco, Cal.

CAPITOL
Cincinnati, Ohio
HARRIS
Pittsburgh, Pa.

ASCHER BROS.
Entire Circuit
Chicago and
Milwaukee

Carl Laemmle
offers
Reginald
Denny in

UNIVERSAL-JEWEL

"The LEATHER

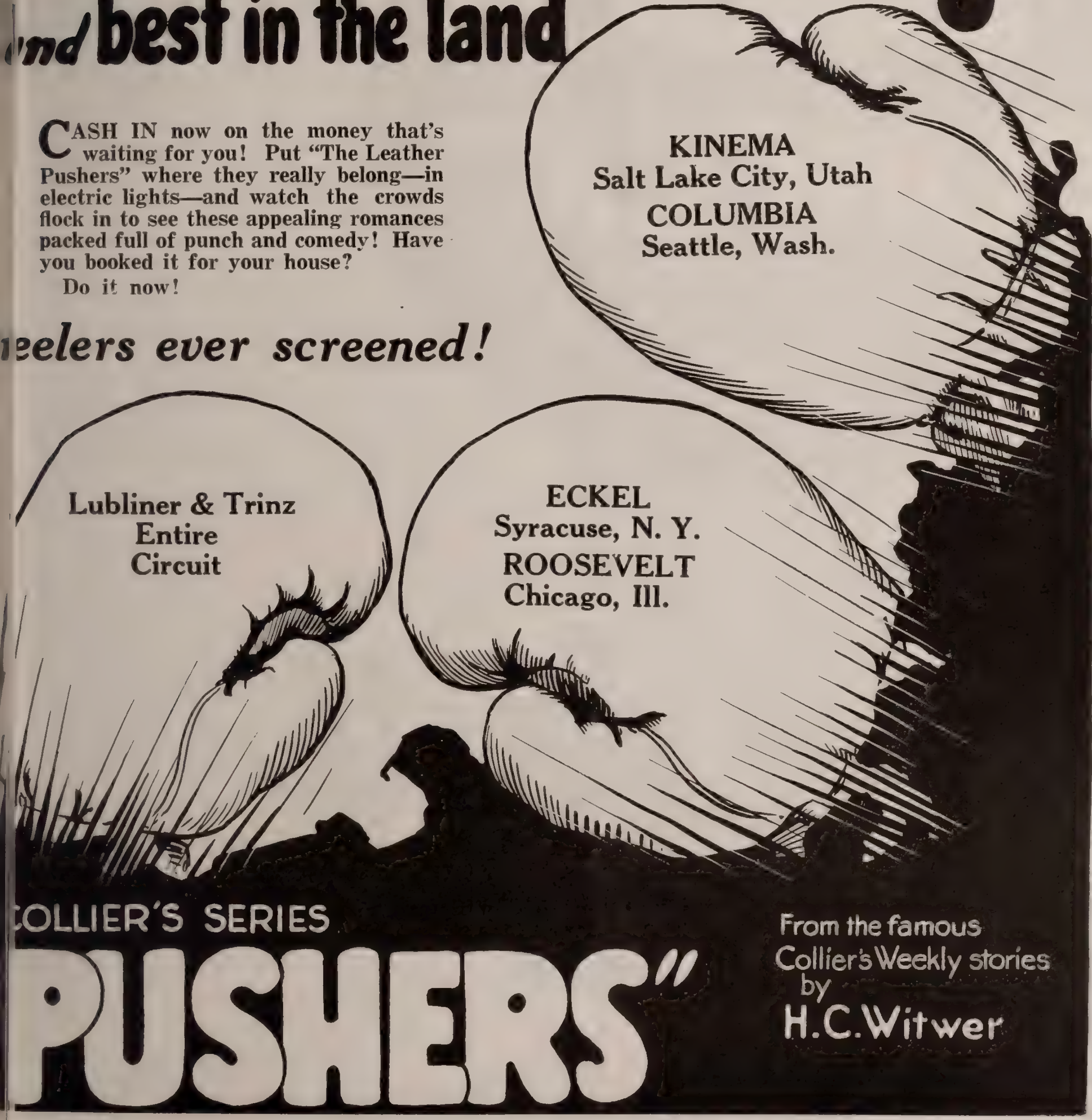
BIG SMASH!

nd best in the land

CASH IN now on the money that's waiting for you! Put "The Leather Pushers" where they really belong—in electric lights—and watch the crowds flock in to see these appealing romances packed full of punch and comedy! Have you booked it for your house?

Do it now!

eelers ever screened!



COLLIER'S SERIES

PUSHERS"

From the famous
Collier's Weekly stories
by
H. C. Witwer

Carl Laemmle
presents -

PRISCILLA
DEAN
in
"CONFLICT"

made by Stuart Paton
from the famous Novel by
CLARENCE
BUDINGTON
KELLAND

"Bigger
Muskete

Business than on "Three
ers" "The Sheik" or "Way Down East"!

Says

Schrieber Bros.
Blackstone Theatre Detroit Mich.

"CONFLICT'S" record at the box-office has been one smashing clean-up after another. Every exhibitor who has played it has reaped the harvest which follows Dean pictures everywhere. We told you it was a sure-fire winner—and it is! The letter below is straight from the shoulder and it carries a double-barreled hunch!

Read!

"WE played to more people than we did on 'Three Musketeers,' 'The Sheik' or 'Way Down East.' This picture is one of the best box-office attractions I have ever seen. I certainly would advise all exhibitors to book this picture as it surely will bring in the people."

BLACKSTONE THEATRE,
Detroit, Mich.

UNIVERSAL- JEWEL

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, Editor.
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Vol. 15 MARCH 18, 1922 No. 5

Von Stroheim Starts Another

Director of "Foolish Wives" Selects Cast at Universal City for Another Big Production

ERICH VON STROHEIM, director and star of "Foolish Wives," has arrived at Universal City. It seems to be his pleasure to disappear and reappear in an unexpected manner. When all the world thought he was in his home at Universal City recovering from "Foolish Wives" he suddenly walked into the main office at 1600 Broadway unannounced and all unknown to the powers that be at Universal City. Before his presence became known in New York his disappearance was a one-day sensation in Los Angeles.

NOW, without saying good-bye to anyone in New York, Von Stroheim has just bobbed up at Universal City, and is busy in selecting a cast for a production he has in mind. When this became known in Hollywood and Los Angeles the casting office was besieged with phone calls and personal applications from hundreds of extras and principals who had worked for a year or more in "Foolish Wives," where, under the prevailing conditions in the industry, they might have starved. Within twenty-four hours of the announcement in the Los Angeles papers that Stroheim was going to work again three or four thousand of the fifteen thousand extra people registered at Universal City made certain that the Universal office had a good photograph of them and that the address was the right one.

Nothing has been vouchsafed about the new Von Stroheim production, but it is assumed that it will be another gigantic spectacle. Von Stroheim has been reading scripts and stories for two months.

VICTORIA GALLAND ONLY NOM-DE-PLUME

Universal wishes to correct an impression which seems to have gained considerable circulation through an error. "The Golden Gallows," the current Special Attraction release in which Miss duPont is starred, was adapted from a Snappy Stories novelette, written by Victoria Galland. It appears that this is a nom-de-plume for the real authors, who are Ernest Pascal and Leonard Praskins.

In justice to these authors, Universal is anxious that this correction shall be as widespread as possible and is using every means to correct the error wherever it has appeared. The screen gives credit to Messrs. Praskins and Pascal.

❦

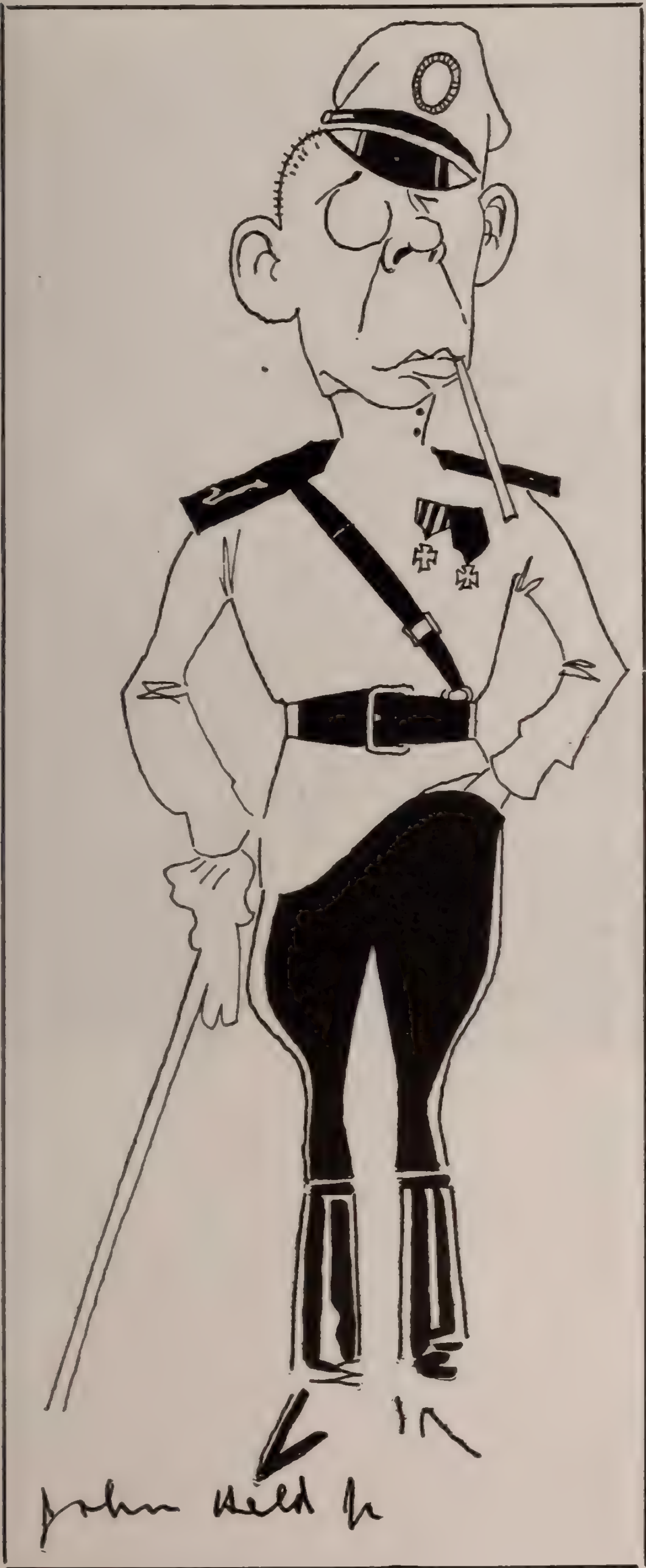
Stars Save Famous U. P. Engines to be Used "In the Days of Buffalo Bill"

FIFTY thousand dollars was saved in the filming of a screen historical document when two Universal film players and six employees of a round-house at Yermo, California, performed a feat of daring while flames destroyed the railroad structure and three hundred thousand dollars' worth of rolling stock within.

The round-house was blazing against the evening sky with the fury of a furnace when Art Acord, star of "In the Days of Buffalo Bill," and Chief Lightheart, one of the principal players, rode into Yermo from the desert location of the Universal unit. Quickly sensing that the destruction of the round-house meant the loss of two antiquated engines, procured from the Union Pacific for episodes of 1869 in the picture, and impossible of replacement, Acord and Chief Lightheart, an Indian player, marshaled a half dozen men of the round-house and got the engines out in the blistering heat. Everything else in the place was ruined. Fire fighters had considered it impossible to save anything, because it was impossible to get in, but they followed the two actors.

It would have taken weeks to replace the engines with constructed imitations, and then the engines wouldn't be absolutely the same. The company had them insured for $50,000.

How Von Stroheim Looks to John Held



America's Foremost Cartoonist Caricatures World's Super-Director—'Foolish Wives' Outstanding Photodrama of the Year, Artist Says

JOHN HELD, Jr., whose drawings have delighted thousands of magazine and newspaper readers throughout the world, is loud in his praise of "Foolish Wives," Universal's Super-Jewel. Characterizing the von Stroheim production as a masterpiece of photodramatic direction, Held declares "Foolish Wives" is, without exception, the most artistic and magnificent film ever made.

"I cannot praise 'Foolish Wives' too highly," said the artist. "The realism is almost unbelievable, the story engrossing to the last foot of film, the photography splendid in every detail, the sets superb, the acting magnificent, and the direction unequalled in the annals of the motion picture.

"A Wonder Film"

"Erich von Stroheim has done something of which he may well be proud. Every exhibitor, in his own interest, should show this picture in all fairness to his patrons. It is a picture everyone should see in justice to himself. Never before have beauty, ability, drama and creative talent been combined to such good effect as in this wonder-film of Monte Carlo.

"What is perhaps the most remarkable phase of this production is the masterly manner in which the footage was reduced from more than 360,000 feet to eleven reels. Instead of detracting from any of the coherence and smoothness of the story, the painstaking editing of Mr. Stroheim and his assistants has, as a matter of fact, increased the intense suspense, eliminated all but vivid, smashing essentials and has made it possible to show a maximum amount of true drama in a minimum length of footage. I cannot conceive of a more brilliant production than 'Foolish Wives.'"

Browning to Direct Ouida Film

WHEN Universal bought "Under Two Flags" for Priscilla Dean, interest centered on who would direct it. Tod Browning has been chosen. "Under Two Flags" is by Ouida. That means a lot to the older generation, but merely excites the curiosity of the younger. Who is Ouida?

One of the phenomena of the literati is the nom de plume.

Authors choose them for various and sometimes humorous reasons. Samuel Clemens chose "Mark Twain" because he had heard the old pilot's call on Mississippi River steamboats for years and he liked it. But hand the palm to Louise de la Ramee for a unique invention.

She belonged to a prominent French family and when she took up writing she thought of all the classical names in history in trying to devise a striking pseudonym. Her baby sister admired her concentration on the subject.

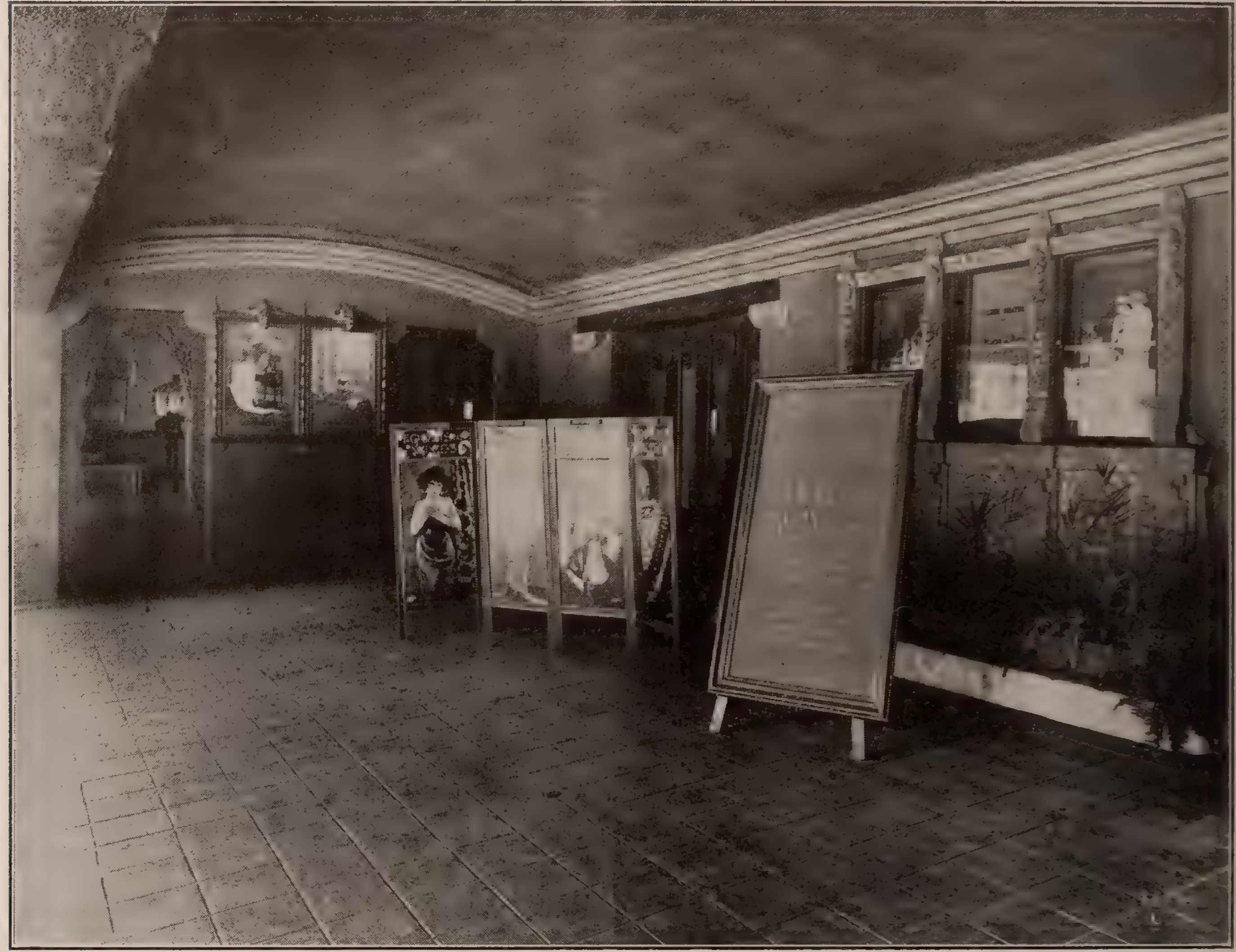
Staged by Belasco

"Ouida, Ouida!" she blubbered enthusiastically, which was the best she could do with her inexperienced tongue on a name like "Louise."

So "Ouida" Mlle. de la Ramee became, inspired by kid sis.

Ouida's greatest work, "Under Two Flags," was published in London in 1867, presented by Belasco as a play with Blanche Bates and Maclyn Arbuckle in New York in 1901, filmed twice after that, and now will be made into an elaborate Universal-Jewel vehicle for Priscilla Dean.

Of Interest to Exhibitors



"Foolish Wives" Lobby Designed by Mission Theatre, Lo s Angeles. (See Complete Story on Pages 36-37)

How Butterfly Theatre, Milwaukee, Exploited "Foolish Wives"

A WEEK before the showing of the picture, the Butterfly Theatre, Milwaukee, "splashed" in the newspapers, and all during the engagement of "Foolish Wives," Universal's million-dollar Super-Jewel production.

The lobby frames were displayed in all the leading stores, in the windows, on Grand Avenue, the most exclusive business street in the city.

The theatre also arranged for a big electric sign on Third and Grand, the best corner in the city. Three hundred half-sheets were placed on the front of the street cars running on different lines in town—2,500 half-sheets were posted, 500 one-sheets, 75 twenty-four-sheets. Five thousand heralds were distributed a week before, at the theatre, to the people as they walked out. The theatre took one thousand sheets from the Rotogravure section and had them inserted in the Sunday newspapers a week before showing. Trailers were put on the screen two weeks before.

A SPECIAL display was built above the box-office of the Butterfly, the reproduction of the Monte Carlo scene in the picture, a picture of which appeared in the Moving Picture Weekly. Write-ups and reviews appeared in the newspapers as advance publicity; so there was nothing left undone in the line of exploitation.

Scotch the Scandal Snakes--Hush the Hysteria Howlers!

WILL the motion picture industry have courage enough to spend $100,000 to save a million or ten times that great a loss?

With every little disturbance within the motion picture world comes a new group of slander snakes to vent their vicious venom upon people and personalities. They hiss their lies into greedy gulping ears and with each telling the momentum grows until there may come the day when half of the nation will become so disturbed with these undenied, uncontradicted lies as to banish an art, destroy an industry.

Turn Against the Liars

And yet, the motion picture field can stop most of these vaporings from poiseless pulpiteers—it can wet-blanket the merest scandal whisper that might be published in any slander sheet in the country.

If a united cinema circle spends $100,000 right now, while the public mind is receptive to any fair defense—if it puts this sum into a nation-wide advertising campaign to tell the truth, the real truth about motion picture artists, producers and exhibitors, that same public mind, convinced by a bold presentation of refutative facts, will turn against the liars, the serpents of scandal, and refuse to hear the putrid perversions.

A CONVICT'S EDITORIAL

To the Reader:

Recently Mr. Louis Victor Eytinge, a lifer in the Arizona State Penitentiary, who wrote a photoplay for Universal, had the pleasure of seeing this photoplay, "The Man Under Cover," at a pre-view in the Penitentiary.

Like all standard authors,he was both pleased and dismayed. But he made one suggestion. This suggestion was contained in an editorial which he felt might be of interest to The Moving Picture Weekly and its readers.

In reading it, the editor asks the readers of the Moving Picture Weekly to bear in mind that Louis Victor Eytinge is one of the cleverest advertising writers in the United States today; that he prepares campaigns for many of the largest national advertisers, and that he has turned down numerous offers from Los Angeles and San Francisco papers to contribute articles from his own viewpoint on the Taylor case.

The Associated Advertising Clubs of the World took on real stature when they instituted their famous vigilance movement. They trebled their membership when they drove out the fakers in their own field—when they established advertising as a clean, economic and social force in the minds of the public. Every year the Advertising Clubs set aside more than $150,000 for the current continuation of this work, and now advertising is believed. It is recognized as a power for good, rather than an instrument of quackery and fakery. What the advertising profession has done the motion picture industry can do.

"Attempted Blackmail"

On the very day that Dr. John Roach Straton was yowling his generalities about opium orgies, decadent degeneracies of the film fold, Mr. Ralph Oyler, head of the Federal narcotic division, issued a written statement that gave the film people a clean bill of health. Director Oyler had assigned a number of his ablest detectives to an investigation of the dope rumors anent Eastern and Western film folk, and as a result of his collected reports of these agents he wrote: "Charges of orgies among film folk are positively without truth. All reports made to me give the film folk people a clean bill of health and fix the circumstantial motive in all cases to have been extortion or attempted blackmail." Apparently, then, the long-haired purists depend upon blackmailers for the origin of the gangrenous gossip they are so willing to believe and so quick to speed from their prostituted pulpits. Americans are fair. They believe in the square deal, but if these bandied-about lies, these pulpit distortions, and slander publications are not denied and disproved in vigorous fashion, in sharp straight-from-the-shoulder style, they'll come to believe them as true of all members of an industry, all practitioners of an art. Americans will sooner believe the official statements of the head of a great Federal detective bureau than the snarling spleen of any slanderer and, the more the latter attempted his malicious practise, the greater would be the reaction in favor of the motion picture people. Spread these lies upon the pages of the Saturday Evening Post, the Literary Digest, Pictorial Review and other great sheets and right alongside give these DEVELOPED AND DEMONSTRATED DENIALS and the character assassin would flee in furious shame at such public pilloring. They batten and fatten upon silence and slink like jackals when exposed as public liars.

Vicious, Malicious Lies

When the Rev. (!) George Dowrey, of Chicago, vomits his "Mr. Hays will have a hard time to abolish the carousals of the stars, their degenerate orgies" let the blatherskites be given GREATER PUBLICITY upon the display advertising pages and right alongside let us run the truer saying of Father Neal Dodd, who, as a Hollywood pastor, should be in better position to know than any stay-at-home-seeker-for-purient-patter-about-far-aways. And Father Dodd, of Hollywood, counters with an effective:

"Degeneracy is not rampant in Hollywood. The young girls there are as sweet and pure as anywhere, and not the 'soiled butterflies' that one Eastern gossip calls them. The inhabitants of the motion picture colony do not live the exotic, erotic, decadent and emotional lives pictured by sundry word-weavers. All these blanket indictments against the fair name of Hollywood and its people are vicious, malicious lies."

For Truth and Honor

I have had more than twenty years of prison experience and assert that in all this time I never knew of any actor to commit murders as foul as those done by Preachers Richeson of Boston, Schmidt of New York, and Spencer of California. Who can name any modern theatrical man or motion picture worker who has been hanged or electrocuted for murder? But haven't we records of these among the clergy? Again, most of the preachers and church leaders who came to prison in my quarter of a century were committed for incests, sex-perversions or heinous murders. Official records can be searched for comparative tables as to crimes of stage and screen people compared with their more numerous clerical offenders. Publish these records in the deadly parallel column, publish them boldly as paid advertising in those very publications that indulge their mistaken slander and you will have sealed the ears

(*Continued on Page* 40)

Carl Laemmle
presents

Marie Prevost

in

"The Dangerous

Story by Mildred Considine

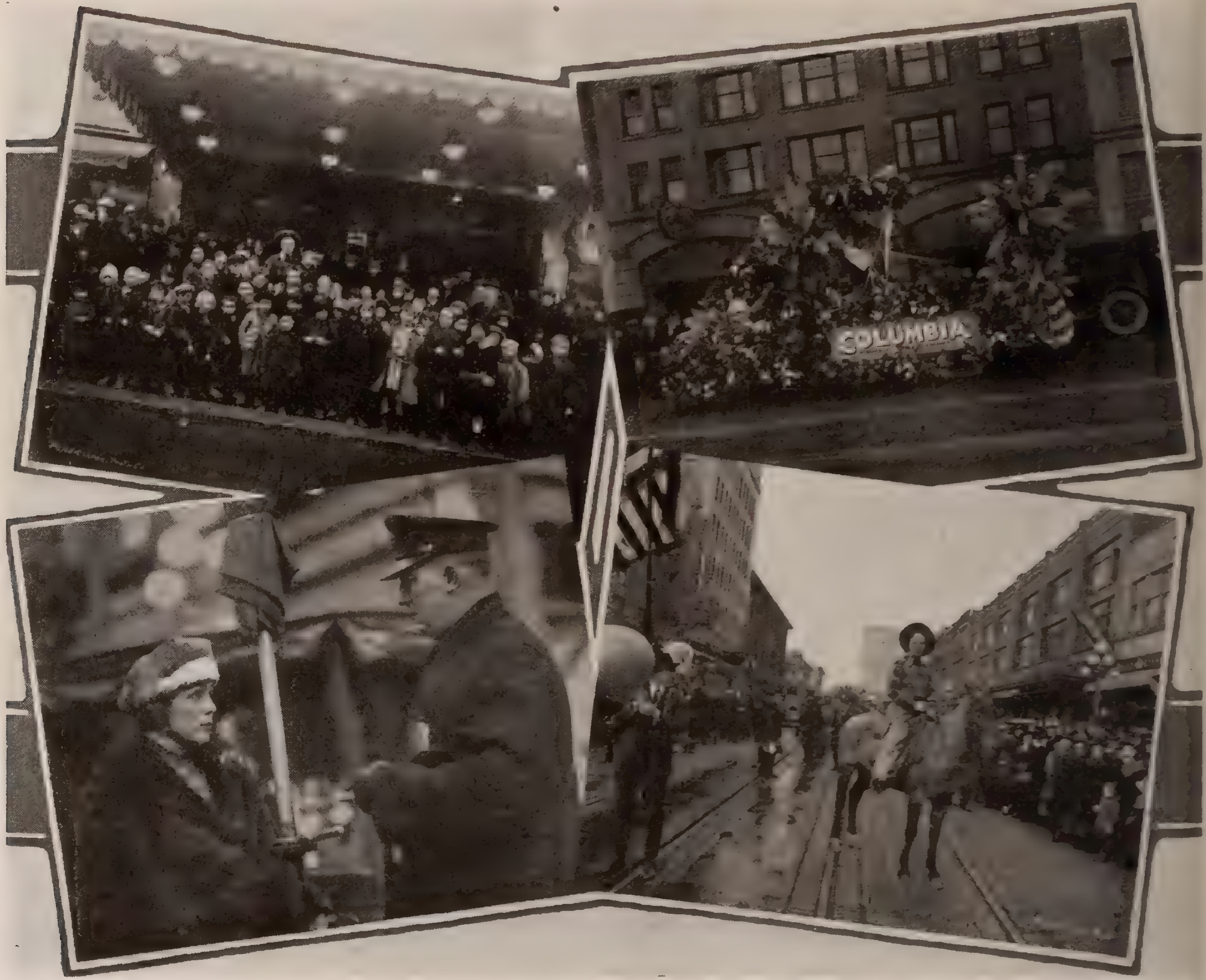
Exhibitors Herald Says:

"Charming little star shines in interesting story. Nice settings, clear photography and some splendid acting. A splendid cast has been assembled to interpret the various roles. The story takes several unusual twists and is quite the best thing Universal has given this star."

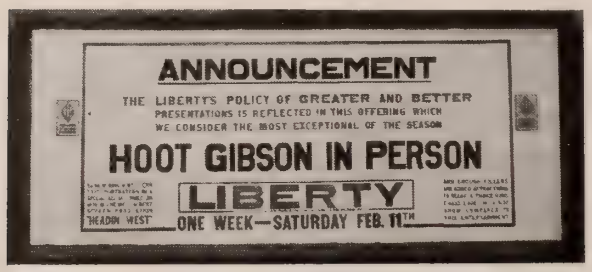
A Universal Special Attrac

supported by
ROBERT ELLIS
HERBERT PRIOR
JACK PERRIN
Little Demon"
Directed by Clarence Badger
ion

Universal Stars Receive Record Exploitation



Top Row (Left): Hoot Gibson Entertains as His Guests Eighty Orphans of Mother Ryther's Home, Seattle, Wash., at a Matinee of "Headin' West" at Columbia Theatre. (Right): Float Entered by Columbia Theatre in "Go To Theatre Week" Parade. Bottom Row (Left): Gladys Walton Served with a Summons for Blocking Traffic. (Right): Hoot Gibson Leads Parade of Screen Celebrities


ANNOUNCEMENT

THE LIBERTY'S POLICY OF GREATER AND BETTER
PRESENTATIONS IS REFLECTED IN THIS OFFERING WHICH
WE CONSIDER THE MOST EXCEPTIONAL OF THE SEASON

HOOT GIBSON IN PERSON

"HEADIN' WEST"

LIBERTY

ONE WEEK—SATURDAY FEB. 11TH

How The Liberty, Portland, Ore., Advertised Hoot Gibson's Personal Appearance—Increased Box-Office Receipts Resulted

Hoot Gibson's Personal Appearance at The Liberty, Portland, Scored a Phenomenal Hit

Coming

Carl Laemmle's
magnificent presentation
of Hal Reid's World-famous play

"Human Hearts"

with a great

ALL STAR CAST

comprising

HOUSE PETERS
EDITH HALLOR
RUSSELL SIMPSON
MARY PHILBIN
GEORGE HACKATHORNE
GERTRUDE CLAIRE
RAMSEY WALLACE

DIRECTED BY KING BAGGOT

UNIVERSAL-JEWEL

"A Masterpiece—
Few Equals!"

Says M. P. News

"'WILD HONEY' has had few equals. It is breath-taking because of the realism; astounding because of the daring and magnitude of it all. A masterpiece of its kind. A picture they will talk about — when they are able to get their breath again."

"Sure-Fire,
Always Pleasing!"

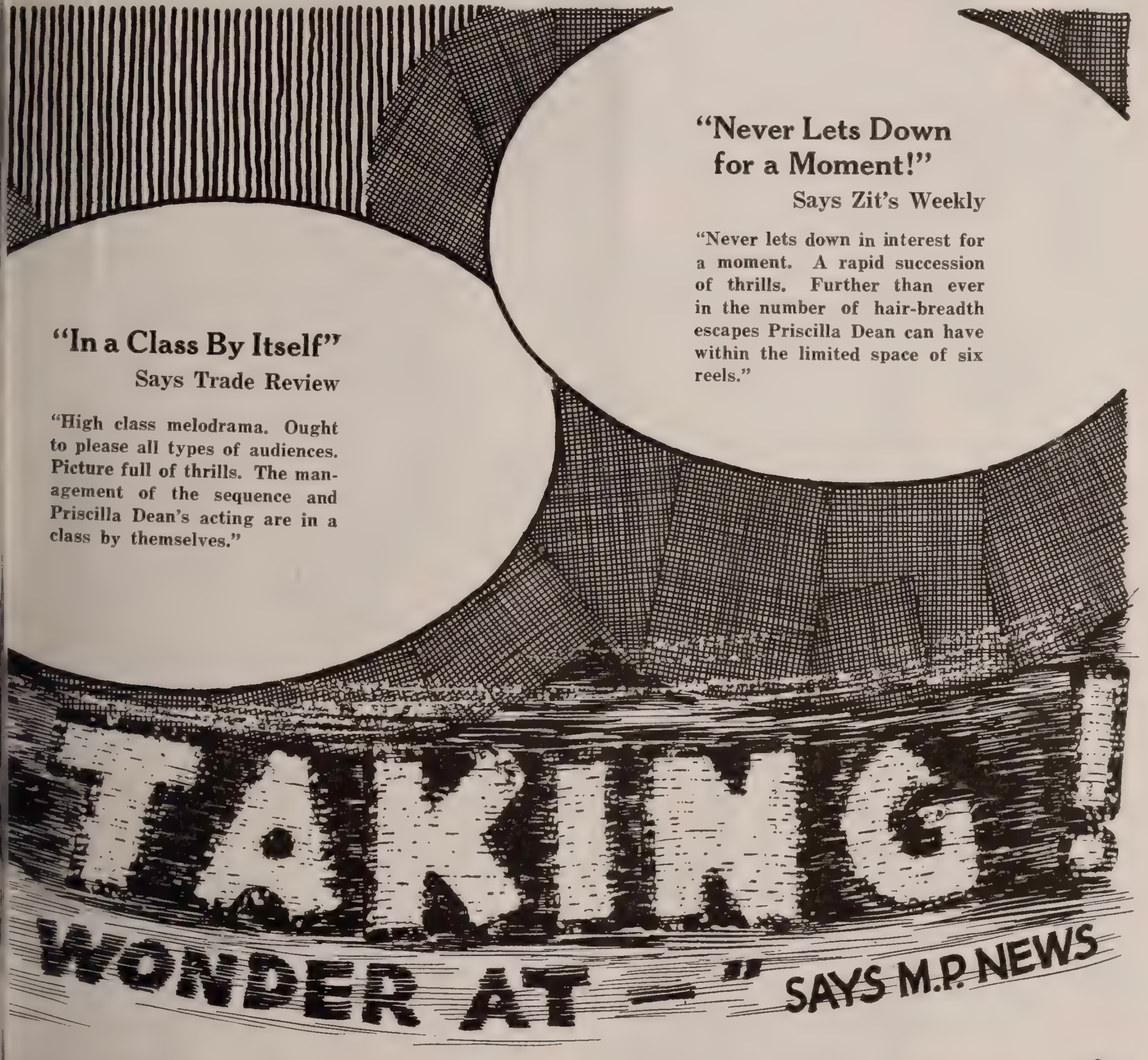
Says Film Daily (Wid's)

"Sure fire. Always pleasing. The kind of entertainment that a good majority of picturegoers favor. If your folks like melodrama, they'll surely want this one. Worthwhile thrills."

CARL LAEMMLE PRESENTS

PRISCILLA DEAN

IN HER CROWNING SUCCESS


TAKING!
WONDER AT —"
SAYS M.P. NEWS

"Never Lets Down for a Moment!"

Says Zit's Weekly

"Never lets down in interest for a moment. A rapid succession of thrills. Further than ever in the number of hair-breadth escapes Priscilla Dean can have within the limited space of six reels."

"In a Class By Itself"

Says Trade Review

"High class melodrama. Ought to please all types of audiences. Picture full of thrills. The management of the sequence and Priscilla Dean's acting are in a class by themselves."

"WILD HONEY"

A STUPENDOUS PICTURIZATION OF THE WORLD FAMOUS NOVEL BY CYNTHIA STOCKLEY
UNIVERSAL-JEWEL DIRECTED BY WESLEY RUGGLES

SUPER-THRILL IN 'WILD HONEY' DELUGE

Priscilla Dean Battles Through Awe-Inspiring Flood in Film of Action.

CENTRAL THEATRE—"Wik Honey," a Universal picture, featuring Priscilla Dean; presented by Carl Laemelle; directed by Wesley Ruggles from Cynthia Stockley's novel.

THE CAST.

Lady Vivienne	Priscilla Dean
Henry Porthen	Noah Beery
"Freddy" Sutherland	Lloyd Whitlock
Sir Hugh	Raymond Blathwayt
Ebenezer Leamish	Percy Challenger
Joan Rudd	Helen Raymond
Wolf Montague	Landers Stevens
Kerry Burgess	Robert Ellis
"Buck" Roper	Wallace Beery

Priscilla Dean, precise and proper, as a gently bred English lady; Priscilla Dean, stark mad in a South African desert; Priscilla Dean, unloosing a stream of bullets from an automatic into a renegade's body; Priscilla Dean——

But no! There's one scene in "Wild Honey" at the Central Theatre in which Priscilla is swept aside altogether, and that comes as the big dam is exploded and hundreds of thousands of gallons of water pour down on a little immigrant train. When that minute comes the whole plot of the play is swept from the minds of spectators by the very sight of the astounding spectacle.

The scene is the most realistic big thing presented in many a day. The proportions and power of the torrent, booming through the canyon, flinging geysers of spray, drenching the hills for a distance that seems miles on the screen, is awe inspiring. The wild panic of the little wagon train the terrified colonists fighting their way up the rocky hillside, adds tremendously to the effect, and the final view of the deluge, with the young lovers battling through to safety, caps the climax with a super-thrill.

And yet it would be unfair to indicate that the dynamiting of the dam is the foundation of the film, for assuredly it is not. There is action in every foot of the film and thrills enough to satisfy the most sanguinary fan. The love interest is vibrant throughout, for Lady Vivienne, played by Priscilla Dean in her most pleasing fashion, finds herself wooed by four lovers, and none of them is of the type that takes "No" for an answer!

Now
Doing a
Tremendous
Business
At The Central Theatre
New York City

R-THRILL!

says NEW YORK EVENING JOURNAL

"Suspense is terrific. Best since 'The Virgin of Stamboul.'" --*Morning Telegraph*

"It almost brings the spectators out of their seats." --*Evening Telegram*

"Spectacular event. Here one can have his hair raised at leisure." --*Evening Sun*

"It's a thriller. Rather wonderful. Excellent drama." --*Daily News*

"There is no better way of getting a thrill than by seeing 'Wild Honey.'" --*N. Y. Tribune*

"Priscilla Dean hurtles through six reels of almost continuous action." --*N. Y. Times*

CARL
LAEMMLE
PRESENTS

PRISCILLA DEAN

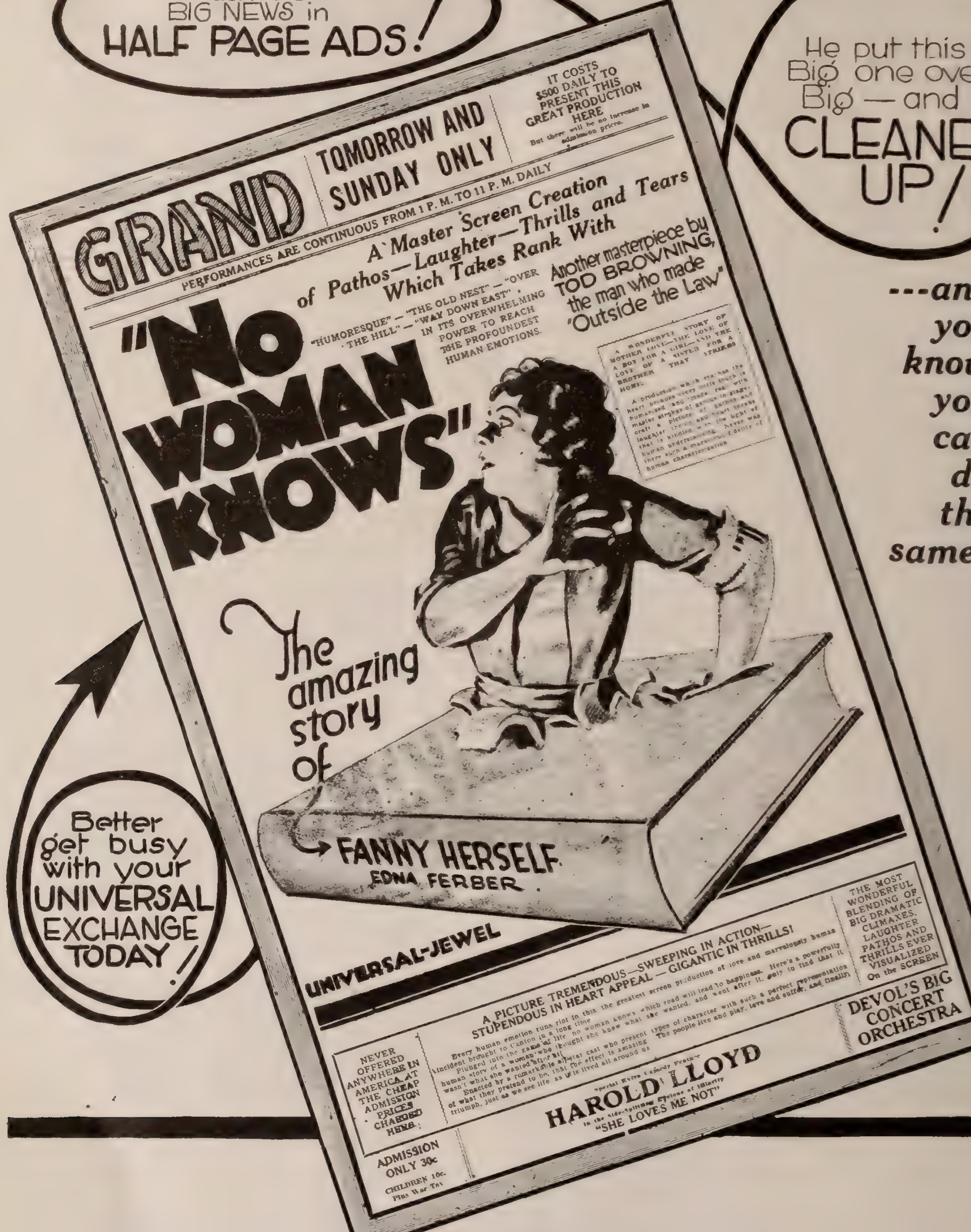
IN HER CROWNING SUCCESS

ILD HONEY"

A STUPENDOUS PICTURIZATION OF THE
WORLD FAMOUS NOVEL BY CYNTHIA STOCKLEY

UNIVERSAL-JEWEL DIRECTED BY WESLEY RUGGLES

Canton Ohio
Smashes out
BIG NEWS in
HALF PAGE ADS!



GRAND

TOMORROW AND SUNDAY ONLY

IT COSTS $500 DAILY TO PRESENT THIS GREAT PRODUCTION HERE

But there will be no increase in admission prices.

PERFORMANCES ARE CONTINUOUS FROM 1 P. M. TO 11 P. M. DAILY

A Master Screen Creation of Pathos—Laughter—Thrills and Tears Which Takes Rank With

"HUMORESQUE"—"THE OLD NEST"—"OVER THE HILL"—"WAY DOWN EAST", IN ITS OVERWHELMING POWER TO REACH THE PROFOUNDEST HUMAN EMOTIONS.

Another masterpiece by TOD BROWNING, the man who made "Outside the Law"

"NO WOMAN KNOWS"

A WONDERFUL STORY OF MOTHER LOVE—THE LOVE OF A BOY FOR A GIRL—AND THE LOVE OF A SISTER FOR A BROTHER THAT STRIKES HOME.

The amazing story of FANNY HERSELF EDNA FERBER

UNIVERSAL-JEWEL

A PICTURE TREMENDOUS—SWEEPING IN ACTION—STUPENDOUS IN HEART APPEAL—GIGANTIC IN THRILLS!

Every human emotion runs riot in this the greatest screen production of love and marvelously human incident brought to Canton in a long time.

Plunged into the game of life no woman knows which road will lead to happiness. Here's a powerfully human story of a woman who thought she knew what she wanted, and went after it, only to find that it wasn't what she wanted after all.

Enacted by a remarkable all-star cast who present types of character with such a perfect representation of what they pretend to be, that the effect is amazing. The people live and play, love and suffer, and finally triumph, just as we see life as it is lived all around us.

THE MOST WONDERFUL BLENDING OF BIG DRAMATIC CLIMAXES, LAUGHTER PATHOS AND THRILLS EVER VISUALIZED On the SCREEN

NEVER OFFERED ANYWHERE IN AMERICA AT THE CHEAP ADMISSION PRICES CHARGED HERE

Special Extra Comedy Feature
HAROLD LLOYD
In the Side-Splitting Cyclone of Hilarity
"SHE LOVES ME NOT"

DEVOL'S BIG CONCERT ORCHESTRA

ADMISSION ONLY 30c
CHILDREN 10c.
Plus War Tax

He put this
Big one over
Big—and
CLEANED
UP!

---and you know you can do the same!

Better
get busy
with your
UNIVERSAL
EXCHANGE
TODAY!

EXHIBITORS' OWN PAGE

Live Wire Exploitation in the Antipodes

"SHORT SKIRTS," the Universal Special Attraction featuring Gladys Walton, was accorded one of the biggest exploitation campaigns ever put over in Australia, when this snappy little five-reeler received its initial Sydney release at Hoyt's De Luxe, the Piccadilly and Australian Theatres simultaneously.

Universal's exploitation department, headed by Mr. David N. Martin, made great use of a newspaper controversy raging at the time in connection with the modern trend of women's clothes, and as a result the picture was the most-talked-about for a considerable time.

Teaser advertisements asking all sorts of questions about short skirts and inquiring whether they should be any shorter led up to full page spreads in the Sydney Sunday Sun and the Sydney Sunday Times, Australia's greatest newspapers, which combined are read by nearly a million persons.

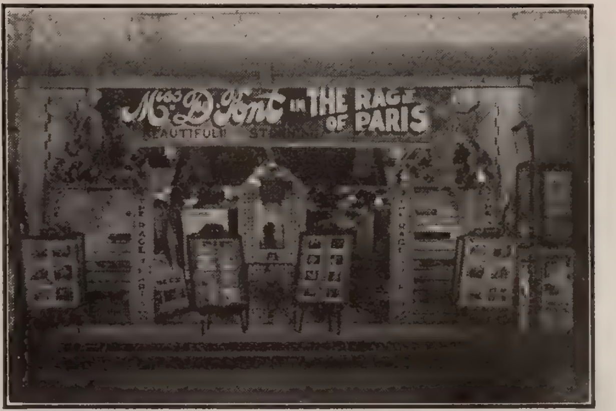
The display at Hoyt's De Luxe Theatre consisted of a number of painted cut-outs showing girls with short skirts holding up placards in front of their faces. These placards bore the following teaser captions:

"Should Skirts be Shorter?
"Must the Government Decide?
"It it a Problem of Hygiene?
"Does the Question Concern Men?"

On one side of the lobby was a cut-out showing a woman in a long flowing dress, captioned "When Grandma Was a Girl 60 Years Ago." Opposite was a short-skirted figure captioned "The Flapper of To-day as Seen in Sydney."

The central attraction in the lobby was a combination cut-out figure of a girl with a real dress. The arms were operated mechanically so the hands slowly lifted the skirt up to a few inches above the knees, then dropped it quickly, much to the entertainment of the passers-by.

Tasmania Has Excellent Showmen



The Majestic Theatre, Launceston, Tasmania, Had This Effective Lobby on Miss duPont's "The Rage of Paris"

TO OPEN NEW THEATRE

I. E. Berkson, Manager of the State Theatre, Roseland, Ill., Is Soon to Open His Theatre as a Picture and Vaudeville House

Manager Cross of Newark Returns From Honeymoon to See "Foolish Wives" Opening

F. C. Cross, manager of the Goodwin Theatre in Newark, N. J., which will house "Foolish Wives," starting March 18, is back at his post after a two weeks' honeymoon trip in the mountains with his bride of a fortnight.

Mr. Cross, upon hearing of the final arrangements for the showing of this Jewel-Masterpiece at his theatre, shortened the great event to prepare for an elaborate presentation of "Foolish Wives" at the Goodwin Theatre.

Uses Universal Program

Mel Aikens, manager of the Theotorical Theatre, Chicora, Pa., has moved into his new building, the finest on the B. & O. branch out of Butler. Notwithstanding the fact that Mr. Aikens is totally blind, he uses wonderful judgment in choosing his programme; this fact is proven when you are told that Universal service is his old standby.

Thanks Universal

Mr. C. B. Galbreath, general manager of the Brown Amusement Co., with theatres in Brookville and Kittanning, Pa., thanked the Pittsburg Universal Exchange through salesman Clay Berger for the treatment he has received from them, especially the last few weeks.

Improves Policy of House

A. Roth, proprietor of the Seven Star Theatre, Phillipsburg, Pa., has made his house a one hundred per cent Universal Theatre. Mr. Roth does not get to the big city very often, but when he does he invariably makes the Big U his headquarters.

No Wonder Hyman Is Happy

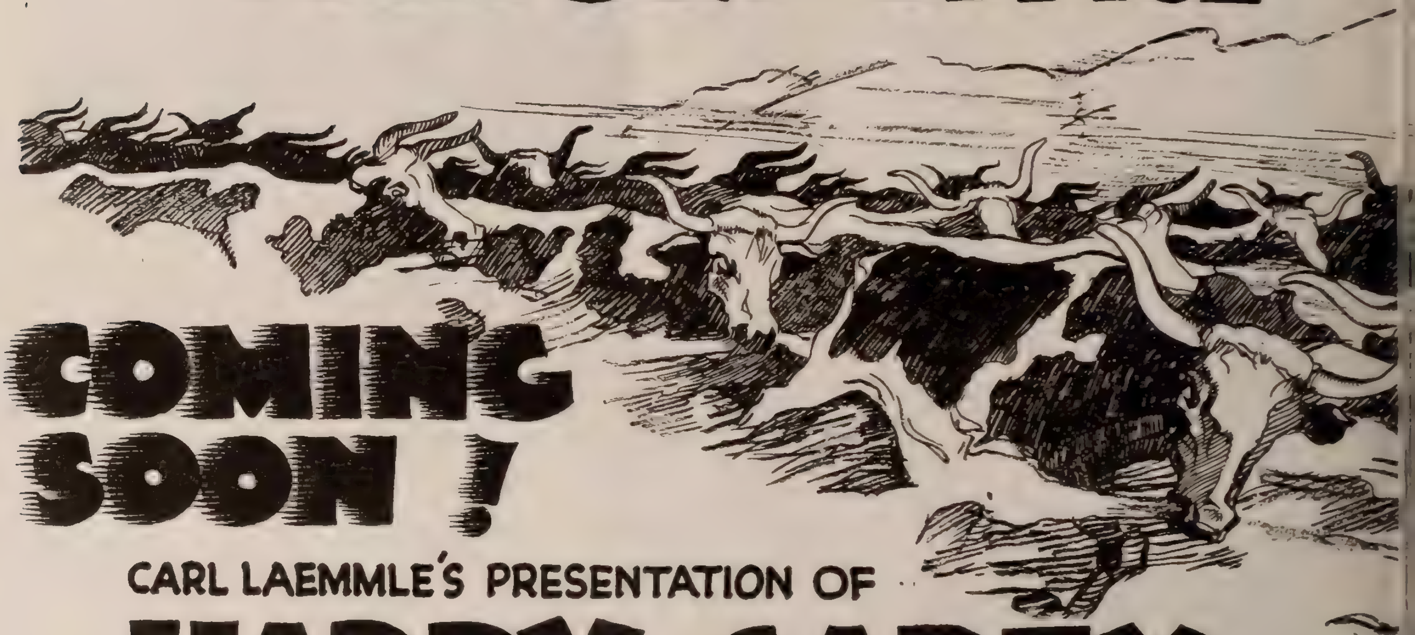
"Foolish Wives" will show in Brooklyn at the Mark Strand Theatre starting March 19, and there is probably no happier man in Brooklyn than Ed. Hyman, managing director of the famous movie palace, who was all smiles as he left Mr. Berman's office with Charles Rosenweig of the Big U Exchange after final arrangements were completed.

Exhibitors Flock to Exchange After Capitol Opening of "Foolish Wives"

The Big U Exchange was a busy place on Monday, the day following the great Capitol opening of "Foolish Wives." Exhibitors from all over the territory were on hand dickering with Charles Rosenzweig for early play dates for this Super-Jewel.

STAMPE

ON YOUR SCREEN AN
YOUR BOX-OFFICE —



COMING SOON!

CARL LAEMMLE'S PRESENTATION OF

HARRY CAREY

IN A STUPENDOUS DRAMA OF
ADVENTURE AND ROMANCE
IN THE FAR WEST —
FROM THE FAMOUS NOVEL BY JACKSON GREGORY

MAN TO M

DE!

AT

AN'

UNIVERSAL
JEWEL
DIRECTED BY
STUART PATON

AIDS FOR THE EXHIBITOR ON I

If "Hellfire" Packard's Family Had Needed Any More Crooks in It the Homecoming of His Grandson Would Have Filled the Bill, for Steve Packard Had Left as a Jailbird and He Returned with a Little Daughter Whose Skin Suggested a South Sea Island Mother. But That Isn't the Half of It. See "Man to Man," a Universal-Jewel Story of a Family You Wouldn't Want to Be a Member of.

"I'll Run You Out of the State of Arizona!" said "Hellfire" Packard to His Grandson. But Heredity Wasn't Invented for Nothing, and Steve Packard Came Back "Man to Man" and Measured Up to the Hardiest Crook in the Family.

◆

Steve Packard's Temper Wasn't the Hesitating Kind and Neither was His Grandfather's, "Hellfire" Packard.

YOU DON'T KNOW WHAT A REAL FILM IS UNTIL YOU'VE SEEN

HARRY CAREY

in

"MAN TO MAN"

HARRY CAREY in "MAN TO MAN"
A UNIVERSAL JEWEL

"You're Just Like Any Other Man and You're the Worst of the Terrible Packard Family!" That Was What the Girl Who Mattered a Damn to Steve Packard Told Him When He Couldn't Explain Why He Brought Home a Dusky Little Daughter from the South Seas. See Harry Carey in "Man to Man"

LYRIC THEATRE ALL NEXT WEEK

Did They Come Together? Yea, bo—"Man to Man."

◆

You Wouldn't Want to Be "Hellfire" Packard's Grandson! But Steve Packard Didn't Mind It, for He Was a Jailbird Himself and He Had a Daughter Whom He Didn't Talk About. He Brought Her from the South Seas. Yet He Met His Infamous Old Granddad "Man to Man."

◆

His Grandfather was Hellfire" Packard and Steve Packard Had Just a Little More of the Devil's Flint in Him Than the Old Man. It's Harry Carey's Rôle in "Man to Man."

◆

Harry Carey "Man to Man"—the Way You Like Him in Universal-Jewel Pictures.

◆

His Style was "Man to Man" and Them as Didn't Like Could Express Themselves!

FOR THE HERALD

Steve Packard came back from Tiva-Tiva in the South Seas with a dusky-skinned "daughter" of ten years, about whom he said nothing.

He had a bad reputation at home to start with, having left the Arizona range after serving time that his father should have served. His father's death and his inheritance of the ranch was what brought him back to face the hiss of "jailbird" and "good-for-nothing."

"You're no good and never were," said his grandfather, old "Hellfire" Packard. "You're a jailbird and that kid shows what you've been living like —and I'm going to run you out!"

Steve took charge of the ranch and went with grim lips to the task of fighting enemies that included his own kin.

"Were you married to that girl's mother?" asked Terry Temple, the girl of the next ranch, who had been the only one to speak decently to him.

"No-o," he said slowly, turning his face away.

"You're just like other men! And what's worse, you're a Packard and the lowest of the lot!" she flashed at him.

Her smile had meant something to him.

The "lowest of the Packards" faced a lone fight, and he went at it "Man To Man" in the Universal-Jewel feature of that name which brings Harry Carey to this theatre next ....

RRY CAREY IN “MAN TO MAN”

REMEMBER “Overland Red” and “Sundown Slim”? Those two famous successes of Harry Carey would mean something to anyone who saw the star driving his thirty-three miles home at night from Universal City after a hard day’s work as the star of Universal-Jewel productions.

At Newhall, where the Southern Pacific parks quite a flock of freight cars and where long strings of “side door Pullmans” come to a hissing stop for water, hoboes wait in the shadows of the yards for a chance to hop a ride.

Who has sympathy for a tramp?

Not many. Included in the few are such men as Jack London, whose death probably prevented his going on another long free tour, Henry Herbert Knibbs and Harry Carey.

The fellows who roam the world find a friend in the Universal star. He knows their natures, he knows they’re not vagabonds because they’re no good. He knows “there’s a reason,” a broken heart, a life that couldn’t be lived as it was cut out by Fate, or a woman.

So he stops at Newhall every night, picks up a sore-footed tramp, and gives him a merry word and a ride down the line. If the fellow wants a night’s sleep and the ranch home in the San Francisco Canyon is full up, the barn’s as good a place as he needs anyway — and better than most barns hoboes sleep in.

Carey has always sought to present that restless figure of the “jungle” in his pictures. In “Man to Man,” the Universal-Jewel production coming next .... to the .... Theatre, he impersonates a castaway in the South Seas to whom Fate hands two gifts and a flock of left-handed blows all at once. Steve Packard is the derelict’s name.

He goes back to his native Arizona ranges, where he was known as a “jailbird,” and the “lowest of the dirty Packards,” before he ran away.

He goes back equipped with a dusky-skinned daughter about whom he would not answer questions.

He fights alone—except for one sweet smile from a woman, and that fades too when she sees the little girl from the shores of Tiva-Tiva.

It is distinctly Harry Carey’s type of a role, with such fine players as Lillian Rich, Harold Goodwin, Willis Robards, Charles LeMoyne, Alfred Allen and May Giraci cast in supporting roles. Stuart Paton, whose directorial skill added the thrills to “Conflict,” guided the filming of the Jackson Gregory novel, “Man To Man.”

HARRY CAREY IN “MAN TO MAN”
A UNIVERSAL JEWEL

CAST

Steve Packard	Harry Carey
Cahela	May Giraci
Blenham	Charles LeMoyne
Bill Royce	Willis Robards
“Hellfire” Packard	Alfred Allen
Terry Temple	Lillian Rich
Yellow Barbee	Harold Goodwin

Tell ’Em About

1—Harry Carey, the inimitable, the only actor to make a Western hero seem like a human being and not a saddlehorn freak.

2—Stuart Paton’s direction, one of the factors behind the sensational success of “Conflict,” Priscilla Dean’s Universal-Jewel feature.

3—The presence in the cast of Lillian Rich, an up-and-coming young leading woman who won the applause of London audiences with her work as a musical-comedy star and in support of Harry Lauder, and since has stepped up rapidly in pictures.

4—Jackson Gregory’s novel as the basis of the picture; read by thousands and containing all the elements of a thriller and a human drama.

5—The title itself, expressing in three words, “Man to Man,” all that Carey’s roles have always typified.

6—The remarkable cast: Carey, Lillian Rich, Harold Goodwin, Willis Robards, Alfred Allen, Charles LeMoyne and May Giraci.

7—The incorporation of the sure-fire element of a family feud in the plot; one of the plot features that always draw the fans.

8—Harold Goodwin’s appearance; he has been a star with Fox and is called by some critics the best juvenile in pictures.

9—The presence in the film of Alfred Allen, known better as “Hell Morgan” in “Hell Morgan’s Girl,” one of the real old-time successes.

AT A GLANCE

TITLE—“Man To Man.”

BRAND—Universal-Jewel.

STAR—Harry Carey.

PREVIOUS SUCCESSES—“Overland Red,” “Sundown Slim,” “The Fox,” and other elaborately staged Westerns.

SUPPORTING CAST—Lillian Rich, Harold Goodwin, Charles LeMoyne, Willis Robards and Alfred Allen.

DIRECTED BY—Stuart Paton, who guided “Conflict,” and other Universal successes.

NOVEL BY—Jackson Gregory.

SCENARIO BY—George C. Hull.

PHOTOGRAPHY BY—William Thornley.

TIME—Today.

LOCALE—South Sea Isles and a ranch in the West.

THUMB-NAIL THEME—Steve Packard had gone as low as possible when he wandered into a Tahiti dive in time to see a dusky wild woman shot. She asked him to take care of her little daughter, Cahela, for life, and, above all, not to disclose that she wasn’t his daughter. Steve had just found a letter stuck behind the bar telling him that his father had just died and that his grandfather, “Hellfire” Packard, was about to gobble up the ranch that was left. Back to the Arizona range went Steve Packard, equipped with a dusky daughter and a determination to overcome the stigma of “jailbird” with which he had left home after serving a sentence which his father should have served. He found “Hellfire” Packard ready to fight at every turn and the girl on the next ranch ready to believe everything people said against him and the mute evidence of a dark-skinned “daughter.” But he wasn’t a Packard for nothing, as old “Hellfire” and the girl next door found out after a cattle stampede and a few other thrilling events had let them see him “Man To Man.”

WATCH FO
UNIVERSAL'S

R IT !

CARL LAEMMLE'S
GREATEST CONTINUED FEATURE

"THE ADVENTURES OF ROBINSON CRUSOE"

IT'S going to be a credit to the biggest theatres in the world to feature this chapter-play. It's going to make more money for them than many of their big features. It's going to add class and prestige as well as profits to the finest first run houses in the land. You'll know why when you see it. In the name of all that's good for you, get busy right now and nail this for your house. Then get behind it and put it over like the biggest special you ever had. You'll thank us later.

With a remarkable Cast *including*

HARRY MYERS

AS "CRUSOE"
NOBLE JOHNSON *as* "FRIDAY"
JOSEF SWICKARD
GERTRUDE OLMSTED
PERCY PEMBROKE
GERTRUDE CLAIRE

Directed by Bob Hill

SUPREME CHAPTER PLAY

They're Boosters Now!

This time it's the Head of Chicago's Recreation Centers who boosts Universal's great historical chapter-play. Cash in on this!

Carl Laemmle
presents

"WITH STANLEY

WITH
GEOR
AND
LOUIS
Directed

Universal Histori

"IT is not only a worthy innovation in 'Movies' but different from anything so far produced. It has the happy combination of being of a high grade in both recreational and educational features. It has the thrill, the adventure idea, the historical scenery, the interest of learning and recreation, legitimately interwoven in a manner that will appeal to persons of any age or sex. Such a production is fit to show anywhere."

Theo. J. Smergalski,
Supt. Recreation Centers,
Chicago, Ill.

N AFRICA"

WALSH

ORRAINE

. CRAFT

hapter-Play

"It's the only thing that will get them out now"

R. W. Adams, Pastime Theatre, Mason, Mich.

"Has increased receipts Kids eat it"

F. E. Sabin, Majestic Theatre Eureka, Mont.

"Greatest continued Play ever made"

J. Bolinger, American Theatre,
Milwaukee, Wis.

"Am breaking all records"

W. H. Walker, Mgr.,
Echo Theatre, Great Bend. Kas.

"WINNERS of the WEST"

Starring **ART ACORD** Directed by EDW. LAEMMLE

UNIVERSAL'S RED BLOODED AMERICAN HISTORY CHAPTER PLAY

"Foolish Wives" Wakes Up Philadelphia!

"POLICE FORCED US TO CLOSE SEVERAL TIMES".

(Telegram)

Philadelphia, Penn.
March 1, 1922.

Universal Film Exchanges,

Opened with "Foolish Wives" Aldine Theatre Monday to absolute capacity. Press and public unanimous their praise of magnificent production, proclaiming it biggest event of anything ever shown Philadelphia. Police and fire departments forced us to close box-office several times in order keep traffic from being blocked. Expect complete sell-out balance of engagement.

FELT BROS.

Early Morning Throngs Crowded About Doors of Aldine Theatre, Philadelphia, to See "Foolish Wives," Universal's Super-Jewel Production

Crowds Storming Doors of Aldine Theatre; Philadelphia, in Mad Rush to View "Foolish Wives," Von Stroheim's Million-Dollar Masterpiece

Tom Santschi to Star

Universal Puts Versatile Character Actor Under Contract for Series of Two-Reel Westerns

TOM SANTSCHI, one of the oldest and most popular leading men and character actors on the screen, has been placed under contract by Universal. Mr. Santschi will be starred in a series of two-reel Western and Northwest Mounted Police stories. The stories are now being prepared for him by the staff of writers at Universal City. The first one selected is "The Guilty Oath," by George Morgan. Mr. Santschi will begin work immediately under the direction of Robert N. Bradbury.

Was in "The Spoilers"

This connection will bring together two of the oldest men in point of experience in the film business. Bradbury goes away back to the Kalem days and the start of the Universal in California. Santschi has played in only one Universal picture, and that quite recently. He first attained prominence in the old Selig companies and his first nationally acclaimed performance was in "The Spoilers."

Book These L
Stars a

HARRY SWEET in
"The Dumb-bell"
"Shipwrecked Among Animals"
"Horse Sense"

BROWNIE, The Wonder Dog, in
"Chums"
"Golfing"
"Table Steaks"

Will J. Glaser, Mgr. Grand Theatre, Faribault, Minn. writes:

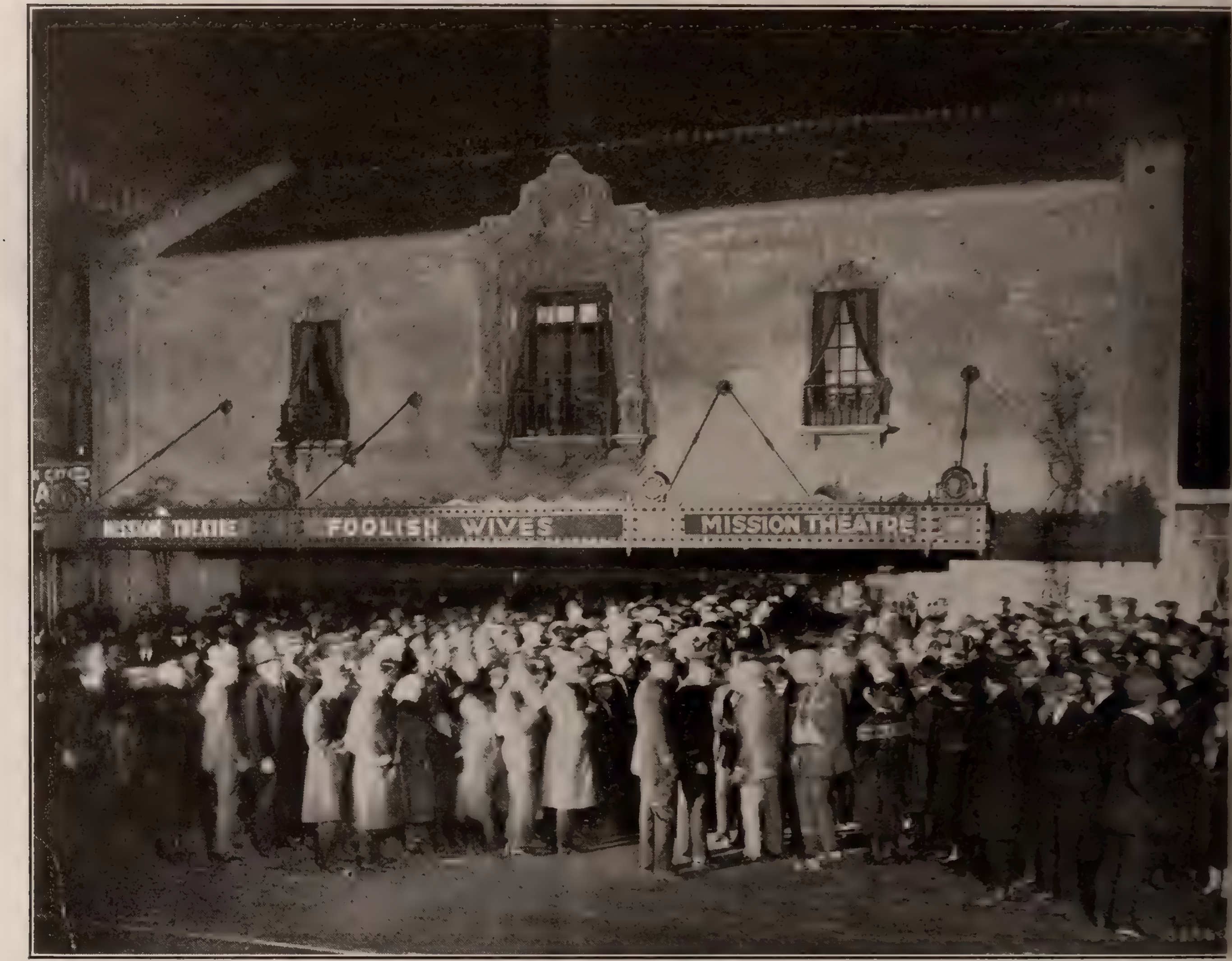
"It gives us a great deal of pleasure to advise you that we consider our Century Comedy contract one of our most valuable assets. Comedy for comedy they rank among the very best we have shown during the past year, and we make it a point to say CENTURY in our advertising because we know from past experience that the name means additional business."

ve-Wire Century Comedy
d Watch Your Business Jump

BABY PEGGY in
"Sea Shore Shapes"
"A Muddy Bride"
"Get-Rich-Quick Peggy"
"Little Miss Mischief"

LEE MORAN in
"The Straphanger"
"The Touchdown"
"Upper and Lower"

"Foolish Wives" Breaks All Records in



Thousands Were Turned Away from the "Foolish Wives" Opening at

"FOOLISH WIVES," von Stroheim's million dollar Universal-Jewel production, had its long awaited Western premiere in the Mission Theatre, Los Angeles, on the evening of February 15 last, before a brilliant crowd. The kings, queens and princes of filmdom were there in such force that they overflowed into the street and completely blocked traffic.

Harry David, manager of the Mission, was most enthusiastic in his praise of the picture and in his satisfaction of its reception on the West Coast. Telegraphing to the Universal home office in New York, he made the following report:

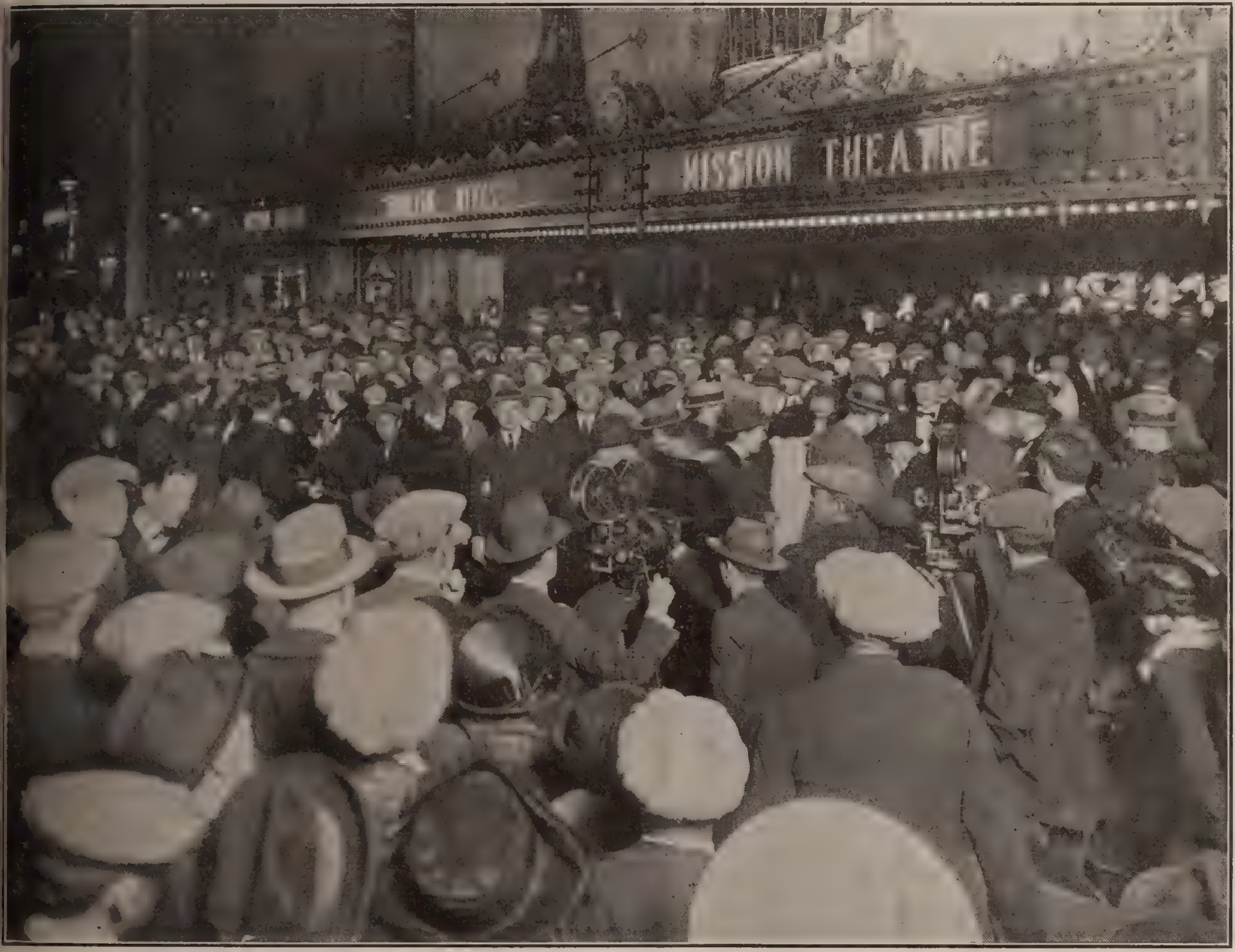
"The tremendous lines of Los Angeles theatregoers who have greeted the presentation of 'Foolish Wives' at the Mission Theatre give proof of its unanimous acceptance by the public and prove it a 100 per cent box-office attraction. At close of first week's engagement our receipts were far in excess of any production heretofore shown at this theatre. I believe this picture will be the big bright spot of the season for all exhibitors who have the good fortune to play it. Capacity house greeted our premiere performance last Wednesday night. Seats sold at $5, $3 and $2. Most all prominent personages and stars of filmdom in attendance. Fully anticipate a run of from eight to ten weeks. Congratulations and regards."

Carl Laemmle was present in person to view the moving picture world's acceptance of his greatest production. He smiled broadly when rounds of applause, which rocked the theatre building, greeted the completion of the film.

Los Angeles reviewers gave great praise to the picture. Edwin Schallert of the Los Angeles Times, had many striking statements to make regarding the unusual qualities of the photoplay. His review, in part, was as follows:

" 'Foolish Wives' is utterly different from anything that

Gala Opening at the Mission Theatre,



Mission Theatre, Los Angeles—Every Screen Celebrity in Hollywood Attended

has ever come to the silver sheet. . . . In respect to its atmosphere, its vivid background, its sketching of life, manners and customs, it is a remarkable feature. It radiates in every bit of its footage the knowledge, the discernment and the skill of its director. . . . The photography of the night scenes allures the eye to the utmost. The Monte Carlo sets are effulgently beautiful. The villa by the seaside is the kind most people dream about. The cast is efficient to the least member. Even the work of the unprofessional extras is astonishingly professional. There is not a shade of reality that is missing in the action, the grouping and the costuming."

Monroe Lathrop of the Los Angeles Evening Express was equally as appreciative in his commendation of the picture's good points.

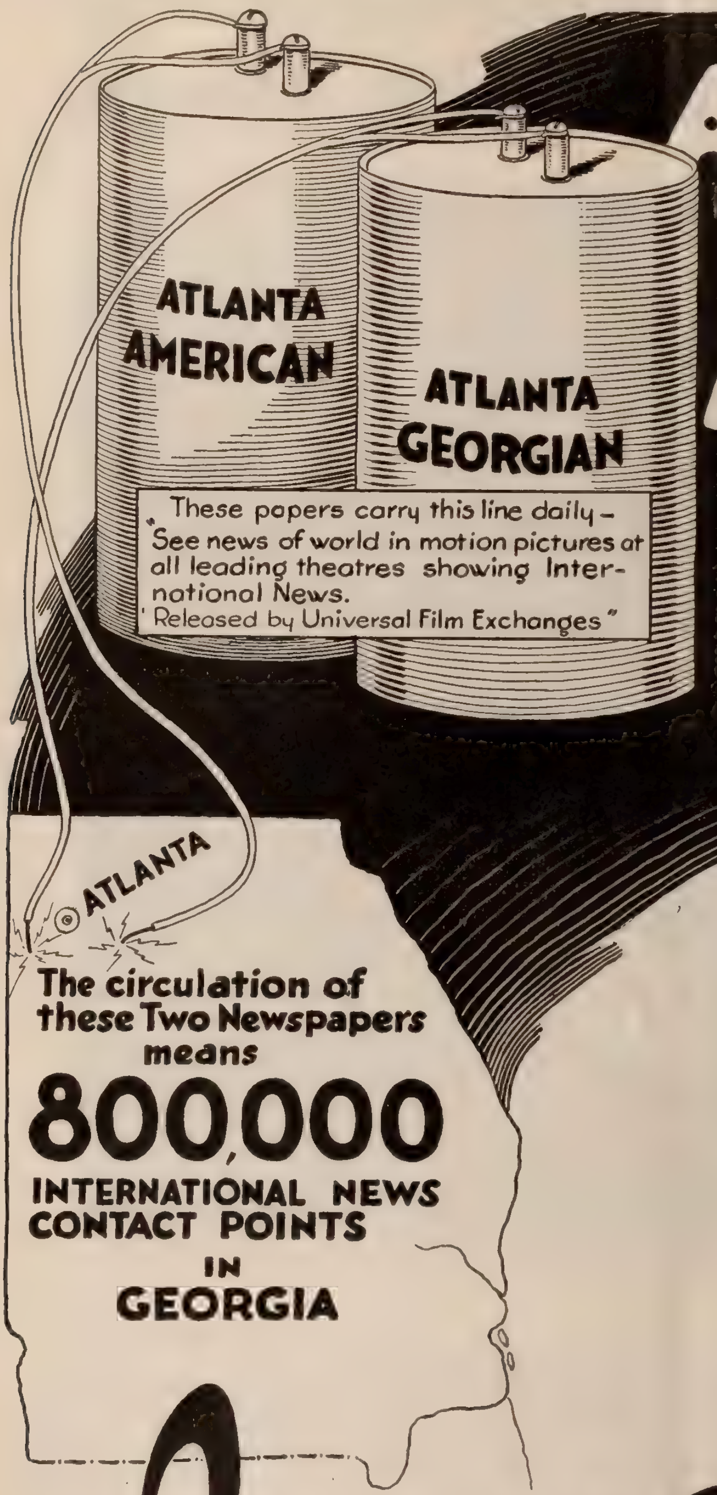
"Erich von Stroheim, lady-killer par excellence, last night at the Mission Theatre, put every rival in that line so far in his wake that it will take another million-dollar outlay to catch up with him," he said.

"The Austrian hydra-genius, actor, author and director, established his pre-eminence at the Western premiere of the long awaited 'Foolish Wives' before one of those brilliant first night audiences that Manager Harry David knows so well how to assemble for inauguration ceremonies.

"THERE is no question about the expensive quality of the production. It sets a new mark for elaboration of sets and lavish attention to details. Over it all, unchallenged in paramountcy, is the shiny and slimy character impersonated by Von Stroheim. His directing even to the cinema sophistication of Los Angeles, is brilliant. As for his acting, it can only be compared to his direction."

Atlanta Zone Showmen ATTENTION!

Turn on this patronage current and electrify your box office



These papers carry this line daily—"See news of world in motion pictures at all leading theatres showing International News. Released by Universal Film Exchanges"

The circulation of these Two Newspapers means

800,000

INTERNATIONAL NEWS CONTACT POINTS IN GEORGIA

IN your newspaper and poster advertising let the people know you are playing International News and you'll pull hundreds of patrons who want to see this or that big event in motion pictures! More than 800,000 readers of the Atlanta Georgian and the Atlanta American alone every day see this line: "See news of the world in motion pictures at all leading theatres showing International News. Released by Universal Film Exchanges."

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International News

Released thru UNIVERSAL

Every Shot a Ten Strike

Two-Reel Century Comedies

LEE MORAN in
"The Straphanger"
"The Touchdown"
"Upper and Lower"

HARRY SWEET in
"Shipwrecked Among Animals"
"The Dumb-bell"
"Playing 'Possum"

BROWNIE, the Wonder Dog, in
"Around Corners"
"Tin Cans"
"Table Steaks"

BABY PEGGY in
"A Muddy Bride"
"Get-Rich-Quick Peggy"
"Little Miss Mischief"

Two-Reel Jewel Comedies

JOE MARTIN in
"The Monkey Schoolmaster"
"The Monkey Bellhop"

LEE MORAN in
"P. D. Q."
"Robinson's Trousseau"

JACK PERRIN in
"The Danger Man"
"Both Barrels"
"The Rim of the Desert"

GEORGE LARKIN in
"The Honor of the Mounted"
"The Fight Within"
"Roaring Waters"

EILEEN SEDGWICK in
"A Battle of Wits"
"The Girl in the Saddle"
"The Night Attack"

EDDIE POLO in
"The Return of Cyclone Smith" Series

ART ACORD in
"The Call of the Blood"
"The Ranger's Reward"
"Matching Wits"

SPECIAL CAST in
"Fighting Back"
"Captain Kidd's Finish"

LAURA LaPLANTE in
"The Deputy's Double Cross"

PERCY PEMBROKE in
"Ned of the News"

"WITH STANLEY IN AFRICA"

Episode No. 9

"The Pool of Death"

Jack manages to choke one of the leopards into submission, throws its unconscious form to the other beast and effects his and Nadia's escape. Meanwhile Lake has divided his forces in his endeavor to find Nadia. One party is ambushed by Cameron's safari and is about to be dealt with severely when Jack rescues them from torture, earning the gratitude of Hassan, the Arab slaver. The remainder of Lake's outfit falls into the hands of the Arabs from the Walled City, who intend to take Lake to their Sultana.

Stanley meets Salem ben Rashid, an Arab, who gives him news of Livingstone, the first word he has received that the missionary is still alive. He sets out with renewed hope to find Livingstone, who has started back towards Ujiji, 600 miles away. Meanwhile, Jack and Nadia, overpowered by another band of Arabs from the Walled City, seek escape by means of a native dug-out. This overturns and they are hurled into the swift current which carries them towards a huge cataract.

International News No. 17

Dublin, Ireland.—Irish Free State opposed in bitter campaign.

Chicago, Ill.—School boys skate for national championship.

Los Angeles, Cal.—Army scores victory in polo tournament.

Seattle, Wash.—Picturesque costumes for Artist Ball.

Folks You Read About in the News of the Day.—Will Hays, retiring postmaster-general, bids his capital friends good-by as he leaves to direct the film world's business.

Chicago, Ill.—Breaks record in 20-mile race.

Chicago, Ill.—Escapes straitjacket in mid-air.

Petrograd, Russia.—Russia's famous ballet dancers keep art alive despite untold hardships.

Near West Point, N. Y.—Airmen view fleet locked in ice.

Princess Mary's Wedding Gown.—International News presents an exact replica of the royal bride's exquisite wedding raiment.

International News No. 18

Guantanamo Bay, Cuba.—Atlantic fleet gobs in novel swimming race.

Chambrey, Switzerland.—Auto mountain climbing newest Alpine sport.

Interesting Folks in the News of the Day.—Frank Mayo, Universal star, tries out a new non-sinkable suit with entire success.

Fort Bliss, Texas.—Great cavalry review as silver wedding gift.

Bedloe's Island, N. Y.—Examining Miss Liberty by flare-light.

Brattleboro, Vt.—Records broken in ski-jump meet.

Tokyo, Japan.—Japan pays remarkable tribute to Marquis Okuma.

Multnomah, Ore.—Tons of ice blasted to clear highways.

Moscow, Russia.—International News presents unique character studies of Soviet Russia's masters.

Tad Cartoon.

International News No. 19

Sterling, Ill.—Mid-west towns flooded as ice jams give away.

Natick, R. I.—Troops guard mills in New England strike.

Los Angeles, Cal.—Speed demons set lightning pace.

"The White Messenger"

Two-Reel Western

Starring EDDIE POLO

Dan Lawton, a paralyzed homesteader, and his daughter, Dorothy, are about to be evicted as squatters from Sid Duncan's ranch when Cyclone Smith rides up, beats Duncan for insulting Dorothy and forces him to replace the Lawtons' belongings which had been thrown out.

Later, Dorothy, while riding on Cyclone's intelligent horse, Beauty, is lured by Duncan to Los Olivas Tavern by means of a forged note. Locked in a room, she puts her handkerchief in Beauty's bridle and sends him for aid. The horse comes to Lawton's shack with the distress signal. Cyclone is about to start out alone when Dorothy's father, aroused by his daughter's danger, has an almost miraculous recovery, regains his complete faculties and sets out with Cyclone to rescue his daughter. This is done after a spirited struggle with Duncan and his men. Sid is later exposed as a forger of a fake deed to Lawton's property which Duncan has always claimed as his own.

* * *

Interesting Folk in the News Today.

Wellesley, Mass.—College girls hold winter carnival.

Catalina Islands, Cal.—Cubs start training.

San Francisco, Cal.—Reducing for summer.

New York City.—Shriners' star team in intricate drills.

Havana, Cuba.—Cuba's army reviewed by President Zayas.

Guantanamo Bay, Cuba.—Destroyers race on stormy seas.

Tokyo, Japan.—Japanese firemen in thrilling review.

Terry Cartoon.

Scotch the Scandal Snakes--Hush the Hysteria Howlers

(*Continued from Page* 13)

of church-audiences to further mouthings of the sensation-seekers and so undermine the power of any vicious publication that it would gladly and speedily cease its falsehoods. I am not against the clergy—I do not blanket all of the cloth with the same indictment that the sensational and rabid among them charge you picture people. I doff my hat to a true minister, a sincere pastor, and these should not have to bear the burden of their poiseless brothers. But the hysteria that ruins an innocent woman, that blasts an art, that destroys the value of a picture, must be checked and checked promptly for hysteria is the most contagious disease in our social make-up. Vigorous defense means cold cash profits to producers, an enhanced reputation to artists, an increased attendance to exhibitors.

Because of its all-around value and benefits, such a campaign should be paid for by all branches, from stars to exchange men, from producers to costumers. Although my past connection with pictures has been merely that of manager of amusements for my fellow-prisoners of this institution, until the recent production of my first photoplay, any committee that shoulders this work can count on my immediate check as part of my contribution.

Let Sid Cohen and Will Hays sit across the table for fifteen minutes—then let them call in the alert advertising aids in the industry and in half an hour the thing is under a full head of pressure. Let them plan their broadsides in the magazines and newspapers starting NOW. Let all contribute. The producers' organization has money immediately available, but they should be called on for a just portion and no more. Let the screen artists volunter their share. Call on the Screen Writers' Guild for a subscription while the exhibitors will hasten to join the donation party. Then, no matter what one's interest, let all unite for harmony in this single purpose, A DRIVE FOR TRUTH. God hates a coward and despises a quitter—so, too, with all true Americans. If you quit in the face of fire they'll despise you. Get together for TRUTH. Fight for your industry—fight for your art—but, above all, fight for TRUTH AND YOUR HONOR.

LOUIS VICTOR EYTINGE,
(STATE PRISON) Florence, Arizona.

Gladys Walton
as she appears in her latest picture
"The Wise Kid"
with David Butler
Universal Special Attraction
Presented by Carl Laemmle

Story by Wm. Slavens McNutt **Directed by Tod Browning**

Von Stroheim

WHO PLAYS IN AND DIRECTED

"FOOLISH WIVES"

CARL LAEMMLE'S
CROWNING ACHIEVEMENT

THE FIRST REAL MILLION
DOLLAR PICTURE EVER MADE

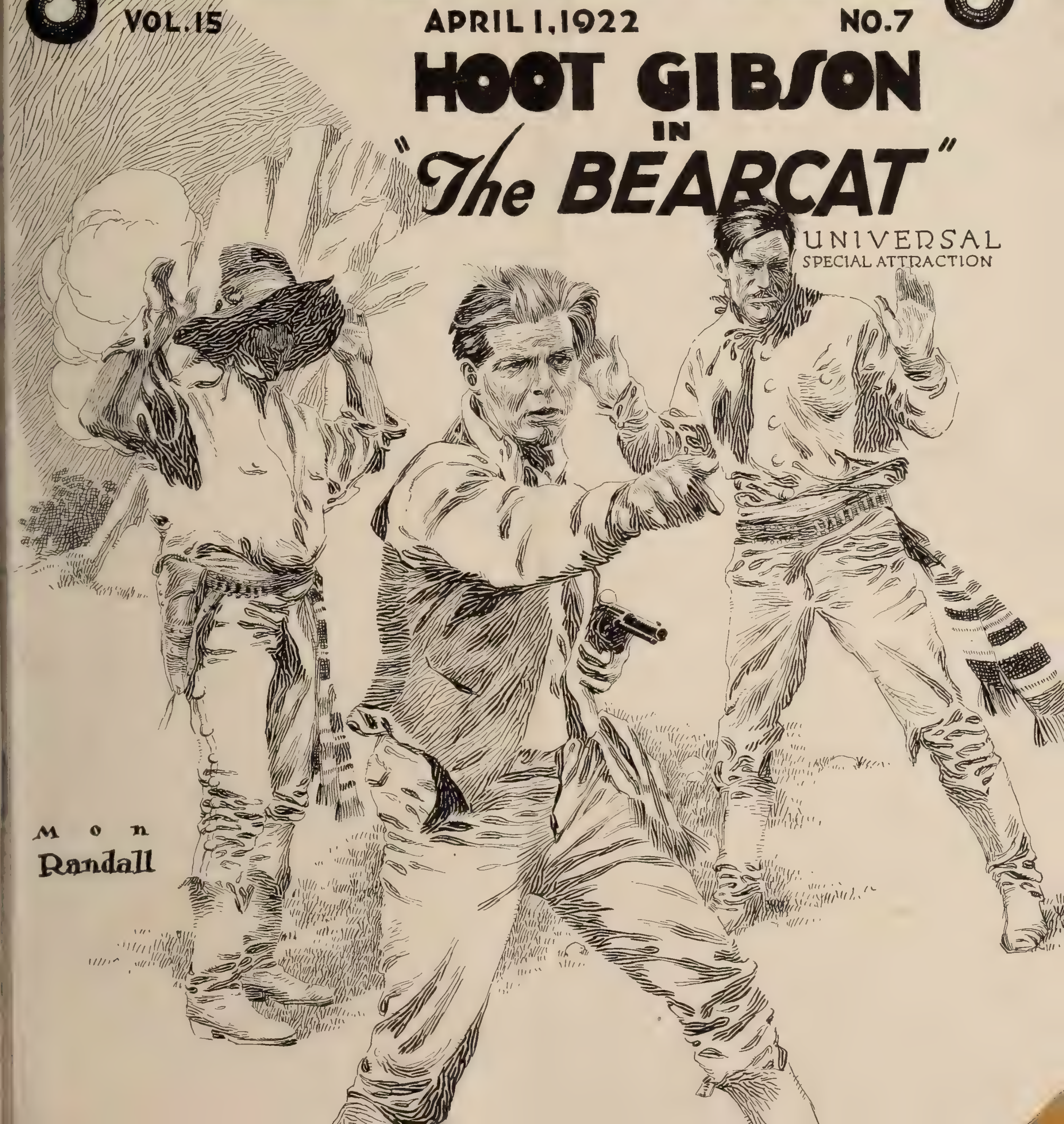
UNIVERSAL
SUPER - JEWEL

The Moving Picture Weekly

VOL. 15 APRIL 1, 1922 NO. 7

HOOT GIBSON
IN
"The BEARCAT"

UNIVERSAL
SPECIAL ATTRACTION



CARL LAEMMLE
will soon present

Herbert Rawlinson

IN

"The MAN UNDER COVER"

Story by Louis Victor Eytinge
Directed by Tod Browning, the Man who made
"Outside The Law","No Woman Knows" etc.

UNIVERSAL SPECIAL ATTRACTION

$7000 FREE FOR YOU!

76 CASH PRIZES
FOR
EXHIBITORS
ONLY

TURN THE PAGE
FOR DETAILS

FREE—$7000 i

CARL LAEMMLE OFFE
OVER THE MOST ORI
ON "THE ADVENTURE
EACH FOR THE MONT
DITIONAL PRIZES OF $
$7,000! READ THE DET

Cash Prizes!

Every week during the four months mentioned above, four exhibitors will receive prizes of $50 each for the best exploitation ideas for that week. At the end of each month, the ideas of the 16 who have won $50 prizes will be considered by a committee, and the best one will bring its originator the major prize for that month, $450—or a cool $500 in all! Second best will bring $300, or $350 in all, and third, $200, or a total of $250.

You Can Win $500!

In other words, 16 live showmen are going to split up $1,750 each month during April, May, June and July for the most practical and simple exploitation ideas for the greatest serial ever made, "THE ADVENTURES OF ROBINSON CRUSOE." Some lucky exhibitor is going to get $500, another will get $350 and a third favorite of fortune will knock off a cool $250—each month!

Get Your Share!

All you have to do to get your share of this money is to send in your name to the Contest Manager, Serial Department, Universal Film Manufacturing Co. After you have staged and put over your stunt, send in a description of it, photograph of yourself and of the stunt. Then watch The Moving Picture Weekly for results!

Contest Manager, Serial Department, Univer

n real money!

$7,000 IN CASH TO EXHIBITORS WHO PUT
AL AND EFFECTIVE EXPLOITATION IDEAS
F ROBINSON CRUSOE"---64 PRIZES OF $50
OF APRIL, MAY, JUNE AND JULY---12 AD-
, $300 AND $200 EACH MONTH---76 IN ALL,
LS:

Read the M. P. Weekly!

Full details, the names of the judges and the names of prize winners will be announced in coming issues of The Moving Picture Weekly. If you do not get your copy every week, get after your exchange man and tell him you MUST have The Moving Picture Weekly! He will see that you get it!

Picking the Winners!

A committee of expert, disinterested judges—names to be announced later — will pass on every idea entered in this contest, and will pick the winners. Your idea will be judged on its merits from three angles — effectiveness, originality and adaptability. Bear these three points in mind!

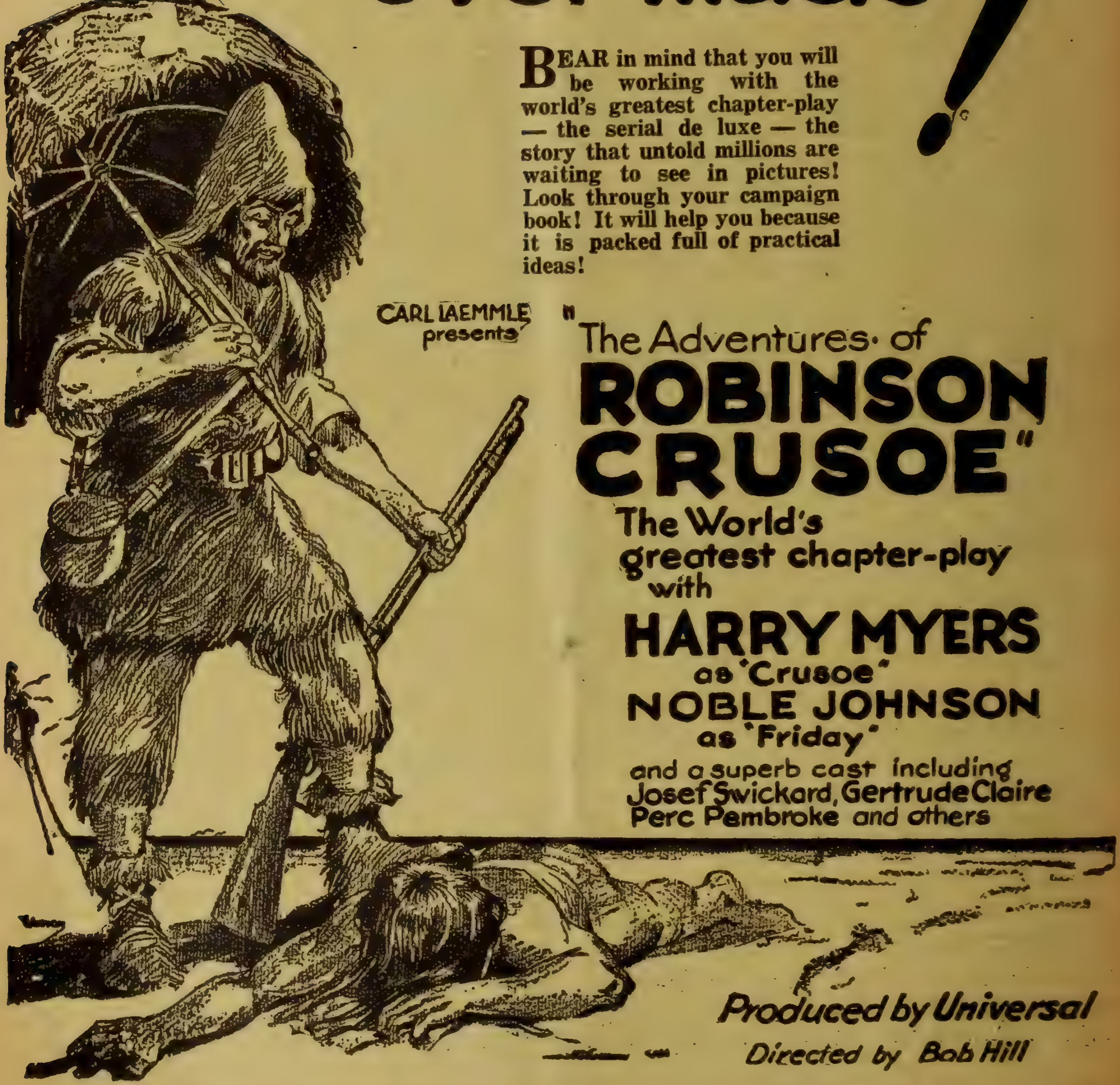
Send Your Name In!

Get into this contest now! If you are an exhibitor, you are eligible! Send in your name and get after some of this money! Do it today! Even if you don't play the serial until July, get your name in now! You can't make a mistake by getting into this big cash prize offer, because every step you take boosts your box-office. ACT AT ONCE! Send in your name today to

l Film Manufacturing Co., 1600 B'dway, N.Y.C.

— and all with the greatest serial ever made!

BEAR in mind that you will be working with the world's greatest chapter-play — the serial de luxe — the story that untold millions are waiting to see in pictures! Look through your campaign book! It will help you because it is packed full of practical ideas!



CARL LAEMMLE
presents

"The Adventures of
ROBINSON CRUSOE"

The World's
greatest chapter-play
with

HARRY MYERS
as "Crusoe"
NOBLE JOHNSON
as "Friday"

and a superb cast including
Josef Swickard, Gertrude Claire
Perc Pembroke and others

Produced by Universal

Directed by Bob Hill

CASH FOR YOU!

$7,000.00

For Exhibitors Only

FREE

76 CASH PRIZES

You can win one or more of these big cash prizes offered by the Universal Film Mfg. Co. for the best exploitation ideas in connection with the marvelous serial, "The Adventures of ROBINSON CRUSOE"

Full details and results in this and the following issues of the

MOVING PICTURE WEEKLY

CRA

THE MARVELOUS

Carl
Laemmle's
presentation of

"FOOLISH

Smashing Records

THEATRE	CITY	SEATING CAPACITY	The PRODUCTIO
Capitol	New York	5300	"Foolish Wive
Aldine	Philadelphia	1450	"Foolish Wive
Mission	Los Angeles	872	"Foolish Wive
Criterion	Oklahoma City	1900	"Foolish Wive
Park	Boston	950	"Foolish Wive
Roosevelt	Chicago	1680	"Foolish Wive
Criterion	Buffalo	1400	"Foolish Wive
Butterfly	Milwaukee	1170	"Foolish Wive
Imperial	San Francisco	1450	"Foolish Wive

TOTAL SEATING CAPACITY 16,172 ←

SH!

SUPER-JEWEL

WIVES

With and by
Von Stroheim

Everywhere!

OPENING DAY ATTENDANCE	RESULT
22466	All World's Records Smashed
5137	Police Closed Box-Office
3227	Now in its 6th Week
3920	Thousands Turned Away
4225	Police Called Out
6375	Played 4 times its Capacity
3009	Created a Riot
4016	Absolute Sensation
5306	'Frisco Creates New Mark

57,681 TOTAL OPENING DAYS' ATTENDANCE

The Only Company

No. 275.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

THE Universal company is the only American concern in the moving picture business which has PRODUCED AND DISTRIBUTED ITS OWN PICTURES FOR TEN SOLID YEARS!

We're not going to celebrate this as an anniversary in the customary sense as used in the film business. We started the anniversary habit in screen circles and we apologize for it. It has been imitated by practically every company, even when some of them had no anniversaries.

It has become such a habit that it has fairly run many an exhibitor ragged.

This time I've turned all Universal Exchanges, body, soul and breeches, over to the EMPLOYEES. Not for just a week, but for the months of April and May. During those two months the EMPLOYEES WILL RUN THE WORKS TO SUIT THEMSELVES. They have already worked out a plan to include the exhibitors in the benefits to be derived during that period.

The lion's share of the profits for April and May will go to the EMPLOYEES. Each exchange intends to share some of the profits with you, and no two Universal exchanges are compelled to adopt the same plan. Frankly, I don't care a rap what they do so long as they AND THEIR CUSTOMERS are satisfied.

That Stayed Put!

For me there is a tremendous lot of sentiment in it. It is good to know that through all the crazy changes that have taken place in this great industry the Universal has been the solid mainstay of thousands upon thousands of theatres. Companies have gone and companies have flivvered; companies have shot up like rockets and down like sticks; companies have merged, unmerged and submerged---but the Universal has always been Johnny-on-the-spot---the exhibitors always knew where it stood--and the good things that it stood for.

And it's good to know that over this long and steady period of ten years, there has not been a single black mark against the Universal's policy or principles. We've never skyrocketed. We've never worked up alluring schemes to bind the exhibitor hand and foot. We've never been accused of illegitimate practices. We've simply produced the best pictures we knew how, and then distributed them on a live-and-let-live basis.

So when I turn the whole show over to the Universal employees for the months of April and May, I'm not a bit afraid they will depart from the traditions and square dealing which have made the Universal the Gibraltar of the industry. They will figure out something good for you---and it will be on the level!

If you feel glad to know that there's at least one company you can always rely on, one company that always stays put, get in touch with the employees during April and May and see what they've got for you!

IT TAKES BIG
TO MAKE

Priscilla
DEAN
in
"THAT LASS O'LOWRIE'S"

Directed by Hobart Henley from the famous story by Frances Hodgson Burnett. Cast includes Robert Ellis, Wallace Beery, Beatrice Burnham and Frankie Lee. . . . .

HOUSE PETERS
and an All-Star cast in
"Human Hearts"

Hal Reid's famous stage play made into a superb drama of tears and sunshine by King Baggot. Edith Hallor, Russell Simpson, Geo. Hackathorne, Mary Philbin, Gertrude Claire and others in cast.....

Watch for these Coming

Presented by

PICTURES BIG MONEY.

HOUSE PETERS
and an All Star cast in

"The Storm"

From Geo. Broadhurst's production of Langdon McCormick's Broadway Sensation. Cast includes Matt. Moore, Virginia Valli, and Josef Swickard. Directed by Reginald Barker...............

Priscilla
DEAN
in

"UNDER TWO FLAGS"

Directed by Tod Browning from the world-famous novel by Ouida. With a wonderful supporting cast headed by James Kirkwood.........

Universal-Jewel Productions

Carl Laemmle

Come

THE SIGN OF GOOD TIMES FOR YOUR BOX OFFICE

in now and get your share of our Profits

WELL, we started something! When we announced last week that Mr. Carl Laemmle had turned over to us all the Universal Exchanges to be run during the months of April and May as we saw best and, further, that we intended to share our profits with you, we did not dream of the sensation this would create in the industry.

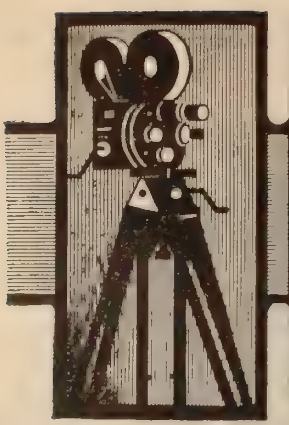
Guess we've caught the true spirit of Universal. Judging from the letters and wires from exhibitors, we've originated a striking, novel plan by which exhibitors will cash in big with us in celebrating Universal's tenth anniversary. And this at a time when they'd like it most.

But our plan is more than merely novel or original. We're going after business in a big, strong way. We intend to make some real money for ourselves and our friends, the exhibitors—for, the bigger our profits, the greater your share.

So, get busy. Come in and see us at once—right now!

Employees

UNIVERSAL EXCHANGES



THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOVING PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUBLISHING CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor
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Vol. 15 APRIL 1, 1922 No. 7

LAEMMLE OFFERS PRIZES FOR BEST SERIAL EXPLOITATION

Sum of $7,000 to Go to 64 Exhibitors Who Use Effective and Original Ideas With "The Adventures of Robinson Crusoe"

THE latest step to be taken by Mr. Carl Laemmle, president of the Universal Film Manufacturing Company, in his campaign to make the chapter-picture a feature production, is a widespread plan to stimulate the exploitation of serials. He has just announced that he, personally, will give $50 to each of the four exhibitors each week during the next four months who put over the most effective and original exploitation for the new Universal serial, "The Adventures of Robinson Crusoe."

Mr. Laemmle's offer also contemplates gifts of $450, $300 and $200 each month to the best three out of the sixteen exhibitors who have merited the $50 gifts for that month. The film magnate's offer, for the entire four months' period, totals $7,000, and will effect 64 exhibitors.

"I HAVE made a thorough study of the serial field during the last twelve months and I am convinced that I am right when I say the serial soon will be as big a feature as any special production, and that it will be exploited with equal care," says Mr. Laemmle, explaining his offers to exhibitors of the "Robinson Crusoe" serial.

"I know that in the making of 'The Adventures of Robinson Crusoe,' as much care is being taken in the costuming, in the settings, and in the customs of the period as ever has been taken in any feature. Also, Universal's experience with its two previous high-class serials, 'Winners of the West' and 'With Stanley in Africa,' has absolutely proved there is a great demand for feature serials. The very people who formerly leveled the most criticism at the serial form of motion picture, have stood solidly behind Universal in the exploitation of our thrills-from-history chapter-pictures. I am referring to school superintendents, teachers, preachers, educators and parents.

"WITH the awakening to a full recognition of the great educational as well as entertaining value of high-class serials, such as Universal is now making exclusively, there has come an increasing appreciation of the value of exploiting a serial properly. I have learned that many exhibitors got behind 'With Stanley in Africa' with the same zeal they put behind super-films.

"By offering bonuses to exhibitors who go out of their way to put over 'The Adventures of Robinson Crusoe' I hope to stimulate interest in proper serial exploitation. I believe that it may help many exhibitors to learn how successfully a serial may be presented to the picture public. I mean that by properly exploiting a feature serial, business can be increased just as surely and as completely as by the exploitation of any picture.

"I WOULD like to convince many exhibitors that serial exploitation is worth every cent they put into it. When one considers that the bulk of serial exploitation should come before the first episode, and that its effect runs over the entire showing, or eighteen weeks, the cost per episode of such exploitation is not large.

"Because of this fact, serial exploitation really is more effective and gives better returns than exploitation given to regular features. This is the lesson I want to drive home to exhibitors. Exhibitors who balk at costly serial exploitation do not stop to realize that their outlay really is an investment—payable in weekly returns."

Mr. Laemmle's offer is unlimited, it is explained by Universal. Any exhibitor booking "The Adventures of Robinson Crusoe" may receive one of the cash gifts. All he has to do is to send his name to the Contest Manager, Serial Department, Universal Film Manufacturing Company, and when he has put his exploitation over, he must send in a description of it, with a photograph of himself, and also of the exploitation, if possible.

THE various exploitation results submitted will be judged by a committee of exploitation experts at the Universal home office, and the results announced in the Moving Picture Weekly. Four exhibitors will be selected each week to receive $50 each, judged by the effectiveness, originality and adaptability of their exploitation ideas. When sixteen have been selected for the month of April, the best three will receive additional cash gifts of $450, $300 and $200, respectively. Similar gifts will be distributed in May, June and July. This means that in each of the four months, one exhibitor is sure to receive $500, another $350, and a third $250, besides those who receive

(*Continued on Page* 40)

Schaefer, Manager of Parthenon Theatre, Puts Over Unusual Serial Exploitation

"With Stanley in Africa" Sold to Patrons by Excellent, Many-Sided Campaign

DAVID SCHAEFER, manager of the Parthenon Theatre, at Wyckoff and Myrtle Avenues, Brooklyn, is a 100 per cent. exploiteer. When he gets behind a picture, whether it is a feature or a serial, it goes over with a bang. His recent exploitation campaign for "With Stanley in Africa," Universal's thrills-from-history serial, should be an eye-opener to many exhibitors.

AFTER "selling" Herman Weingarten, the theatre owner, on the idea of a campaign, Schaefer tackled the Stanley serial from all angles—lobby displays, educational school tie-ups, novelty give-aways and street stunts. His lobby display consisted of a jungle scene, made up of stuffed animals and birds obtained from a nearby taxidermist, and which included a leopard, a tiger and an ostrich. Moss-like streamers hanging from the ceiling added to the jungle effect. A local ex-service man donned his O. D. trousers, shirt and leggings and, together with a cork helmet obtained from a costumer, impersonated Henry M. Stanley.

AFTER arousing the enthusiasm of the local school authorities concerning the Stanley serial, Schaefer arranged for an essay contest, limited to the pupils of the grades capable of reading and appreciating the Stanley expedition. The competitors were instructed to write a 500-word essay on how Stanley found Livingstone, and turn it in to the Ridgewood Times, a local newspaper, by a date shortly after the completion of the run of the serial.

The children were instructed to get their essay material from Stanley's own books, to be found in the Public Library, and from seeing the film at the Parthenon.

SCHAEFER then made an additional tie-up with the newspaper by which he formed a Ridgewood Times-Parthenon Theatre Serial Club. A membership coupon of this club was printed in the newspaper a few days before the first showing of the serial. It also was announced that the first 100 children to bring coupons to the Times office on the morning of the first showing should be admitted free and receive a "Stanley" map game.

The children were organized into a parade which wound its way through Ridgewood and finally to the Parthenon Theatre, and the serial was first formally presented to the Ridgewood public. As word had gone out that those boys in line with drums, bugles and other noise making devices would be admitted free, the parade attracted plenty of attention.

ALL in all, the Parthenon exploitation campaign was the most revolutionary one ever put over in that section.

Mr. Weingarten admits it cost considerable money. "But," he explains, "when you figure it cost only a small amount per episode, it doesn't seem so much, after all."

KIRKWOOD TO SUPPORT DEAN

THE first selection in the big cast which will support Priscilla Dean in "Under Two Flags" is James Kirkwood. This international romance by Ouida contains in addition to the star rôle of *Cigarette* a superb lead, one that seems to call for the strongest and most rugged player who would fit it.

James Kirkwood is one of the very first screen players and directors. His name was internationally known before most of the present day stars were ever heard of. He is one of the most capable directors in the business, but his rugged type and strong dramatic talent have made the demand for him as an actor outbalance his demand as a director. He has appeared in many of last season's biggest succeses.

* * * *

Three More Stories for Marie Prevost

WITH her current release, "The Dangerous Little Demon," Marie Prevost is within sight of the completion of her first eight Special Attraction pictures for Universal. This story by Mildred Considine, directed by Clarence Badger, is the sixth feature for the beautiful little bathing star, and the second to be directed by Clarence Badger.

Three pictures in addition are either completed or purchased for her use, one of which will undoubtedly be transferred to next year's programme. "Kissed," by Arthur Somers Roche, which appeared in the Saturday Evening Post, has been completed and cut at Universal City under the direction of King Baggot. In this attraction, which will be released in May, Miss Prevost is supported by Frank Glendon, Lillian Langdon, Arthur Hoyt, Harold Miller, Marie Crisp, Harold Goodwin and Percy Challenger. The two which are awaiting her are "Her Night of Nights," a clever little Snappy Stories novelette from the pen of C. S. Montayne, and "Never Mind Tomorrow," an original story by Bernard Hyman.

IT was the intention of the Scenario Department to give Miss Prevost light, frothy stories without any heavy dramatic demands in them when she first started her starring career. So far her pictures have all been on the lighter side and have been exceptionally successful. They have been starring pictures in every sense of the word, because they were designed primarily to show Miss Prevost in her most entrancing moods and moments. However, the general demand on the part of all of her admirers and from almost all of the newspaper and trade paper critics has been for stronger, more dramatic stories for this dainty little star. With her next year's stories an effort will be made to secure stories which will fill this demand without losing the distinct personal magnetism she enjoys.

NOTE: "Wild Honey" Is Now in the Fourth Week of a Highly Successful run at Shubert's Central Theatre, N. Y. C.

"Best thing Priscilla Dean has done since '*The Virgin of Stamboul*'"!

—N.Y. MORNING TELEGRAPH

"A super-thriller."
— *N. Y. EVENING JOURNAL.*

"Brings the spectators out of their seats."
— *N. Y. EVENING TELEGRAM.*

"It's a thriller."
— *DAILY NEWS.*

"Catches you grippingly."
— *N. Y. HERALD.*

"Almost continuous action."
— *N. Y. TIMES.*

"No better way of getting a thrill."
— *N. Y. TRIBUNE.*

CARL LAEMMLE
presents

PRISCILLA DEAN

In her crowning success — a stupendous thriller made by Wesley Ruggles from Cynthia Stockley's world famous novel.

"WILD HONEY"

UNIVERSAL

APRIL AND MAY
Exhibitors-Universal Employees Months

JEWEL

They All Like It

The picture that pleases everybody

THIS picture goes straight to your heart. Any picture that does that will make the fans in your town go straight to your box-office! "No Woman Knows" carries a beautiful story for every one—a powerful theme that every one in your audience will understand and enjoy. It is the kind of picture they talk about. And that's the kind that brings them back!

BOOK IT TODAY!

APRIL AND MAY
Exhibitors-Universal Employees Months

Carl Laemmle *presents*
MABEL JULIENNE SCOTT
with STUART HOLMES
in

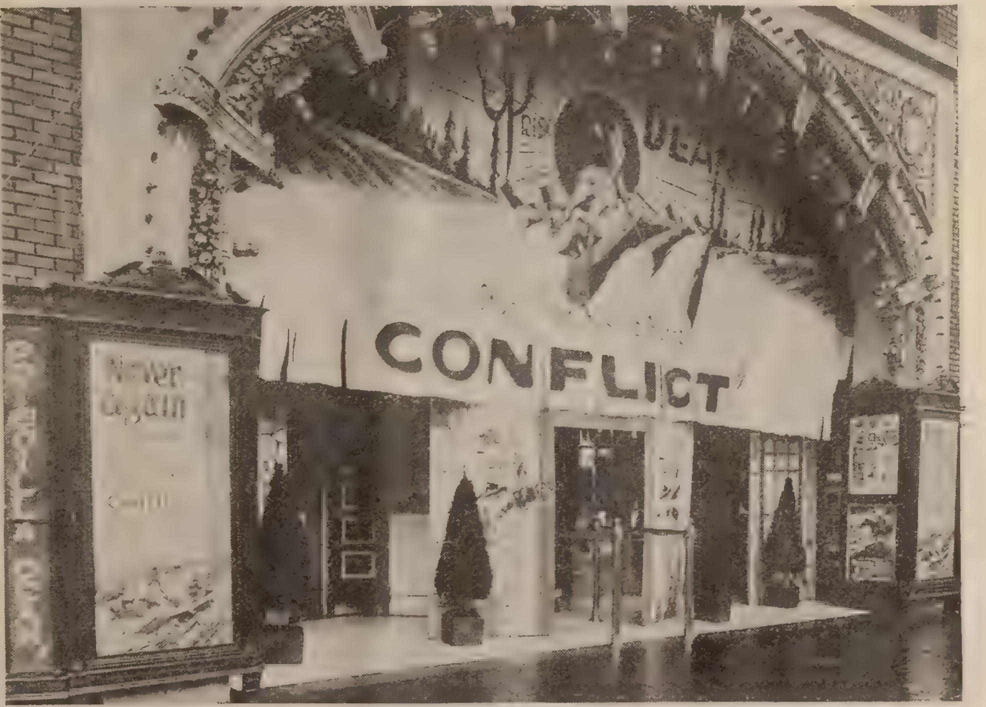
"NO WOMAN KNOWS"

The Amazing Story of "Fanny Herself" by Edna Ferber Directed by Tod Browning

UNIVERSAL

What Universal Exhibitors Are Doing

Hippodrome, Fort Worth, Texas, Designs Beautiful "Conflict" Front



H. J. Gould, Manager of Hippodrome Theatre, Fort Worth, Texas, Is Deserving of Great Credit for His Artistic and Compelling Front for Priscilla Dean's Recent Universal-Jewel "Conflict."

Re-opens Theatre

Charles DePaul, of Dreamland Theatre, Sault Ste. Marie, Mich., has taken over the Princess Theatre, Sault Ste. Marie, Ontario, and after extensive repairs and alterations has re-opened one of the prettiest little houses in New Ontario. Business is greatly increasing and the patronage is much more select than ever before. Mr. DePaul is a great Dean fan, having run every one of her pictures in Michigan and is hot after "Wild Honey" for his new house in Soo, Ont. Universal welcomes Mr. DePaul and wishes him success.

Books Two Jewels

Mr. Gus Schochow, Bijou Theatre, Wausau, Wis., has contracted for "Wild Honey" and "Man to Man."

Runs "U" Week

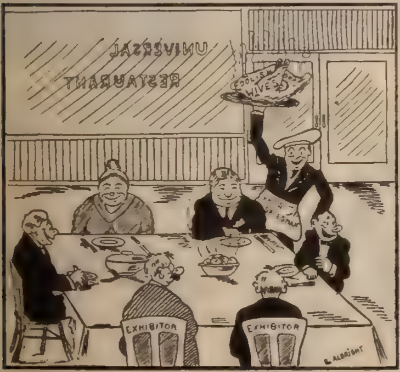
This week the Bijou Theatre, Winnipeg, ran an all Universal program, "Beautiful Gambler" and a monkey comedy. The house's beautiful front attracted much attention.

An Apology

Our apologies to Frank D. Adams. In a recent issue of the Moving Picture Weekly, in alluding to the phenomenal business he did with Harry Carey in "The Fox," we most unceremoniously transferred the Orpheum Theatre, of which Mr. Adams is the manager, from Waycross, Georgia, where it has been domiciled for some little time, to the State of Colorado. Let it be understood we have no possible interest in boosting the State of Colorado. Furthermore, the error occurred in a piece of drawn copy, therefore we can't blame it on the printer.

Kindly forgive us, Mr. Adams, and take a tip from us: Your gang seems to like Harry Carey. Book "Man to Man." It is his next big picture and should be a clean-up for you.

ALL RIGHT, ALBRIGHT!



Erwin F. Albright, Proprietor of Gayety Theatre, Toledo, Ohio, Submits This Clever Cartoon on "Foolish Wives."

The Prodigal Returns

Lorne Burk, of the Star Theatre, Blind River, Canada, an old "U" customer who has been off the books for more than two years, has returned with the booking of ten Jewels and more to follow as soon as he can get the open time.

Doing Good Work

Steve Berris, proprietor of Lincoln Theatre, Lincoln, Ill., is providing Lincoln with a playhouse that will be the civic pride of his town.

Purchases Theatre

The corporation headed by Mr. Gregory has purchased the De Luxe Theatre at Hammond, Ind., which gives his organization control of all Hammond houses with the exception of the Bijou Theatre.

Playhouse Opens

The New Lorraine Theatre, Hoopeston, Ill., seating 1,000, opened its doors Monday night, March 6. J. R. Boord is manager. Three changes a week is the policy of this magnificent theatre.

Sees Improvement

Leo Bernstein of the Capitol Theatre, Springfield, Ill., was a visitor at Danville recently. Looks as if he is going to branch out. Mr. Bernstein claims business in Springfield is on the upward jump.

Exhibitor Ill

Mr. Carl Mueller, manager of the Elite Theatre, Waukegan, Ill., is confined to the hospital.

Books Super-Jewel

John Herziger of the Doty and Neenah Theatres, Neenah, Wis., has given Universal's Milwaukee Exchange his deposit check on "Foolish Wives," which he contracted for recently.

Visits Exchange

Manager Petrie, Lyric Theatre, East Moline, was a visitor to Universal's Chicago Exchange recently.

CARL LAEMML
PRESENT

HE

SUPPORTED

"TH

DIRECTED BY TOD BROWNING, THE MAN WHO MADE "O

EAL STAR IN REAL PICTURE

EXHIBITORS, here's a Special Attraction you want to get ready for! Here's one big picture that you want to get out and boost just as you would a Jewel. It's THERE — and then some!

THE man who wrote this story is a prisoner who has created a good deal of discussion in special interviews for various magazines and newspapers. Here's a grand chance to cash in on this publicity.

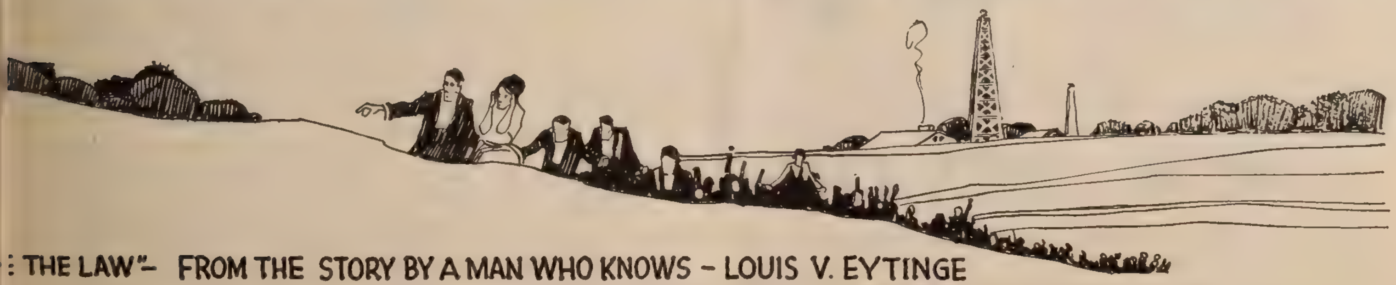
UNDER the title of "The Man Under Cover" he has written a powerful story of a man who had to go crooked in order to go straight. It's a strong, virile story by "a man who knows," made into a crackling action picture by Tod Browning, who directed such great Jewels as "Outside the Law," "The Virgin of Stamboul," etc. Universal has given you, in the stellar role, Herbert Rawlinson, the he-man idol of the American girl, with such featured players in his support as Barbara Bedford, George Hernandez, and many others. Get ready — and get busy!

BERT RAWLINSON

ARBARA BEDFORD, GEORGE HERNANDEZ AND A MARVELOUS CAST IN

MAN UNDER COVER"

UNIVERSAL SPECIAL ATTRACTION



THE LAW"– FROM THE STORY BY A MAN WHO KNOWS – LOUIS V. EYTINGE

Aids for the Theatre Playing Herber

She Had Two or Three Babies Hanging On to Her Apron Strings, so He Thought She Was Married! But Paul Porter Became an Honest Crook the Minute He Learned She Wasn't. It's Herbert Rawlinson's Role in "The Man Under Cover."

* * *

Paul Porter Hit the Old Home Town From Which He Had Once Been Driven by Suspicion. He Found the Town Practically Mortgaged to the Hilt So That the Townspeople Could Turn Over Their Money Trustingly to a Couple of Slick Crooks. Nobody Trusted Paul Porter—and Yet He Was the Only Man to Save Them! See Herbert Rawlinson in "The Man Under Cover."

Another Picture Like "Outside the Law," With the Same Director and a Story Written by a Real Convict in the Arizona State Penitentiary. See "The Man Under Cover."

* * *

When a Man Comes Back to His Old Home Town to Reform and Finds More Devilment Afoot There Than in the City He's in a Mess. Even Crooks Are Human — See Them in "The Man Under Cover," the Year's Best Crook Film Drama.

* * *

He Came Back Home and Found Two Crooks Cleaning Up the Town. How Did He Beat Them? By Better Crookedness, of Course! See Herbert Rawlinson as a Fine Crook Gone Straight in "The Man Under Cover."

Paul Porter, Crook De Luxe, Came Home and Found Two Men in Town Who Could Sell Celluloid Armor to the Devil and His Stokers. It's Worth While to See Herbert Rawlinson in the Best Crook Drama of the Year, "The Man Under Cover."

* * *

"Say, Where D'ya Get That 'We' Stuff?" Complained the Pal of Paul Porter When Paul Said He Was Hitting the Straight and Narrow. Maybe Paul Was—but Daddy Moffat Wasn't! See Herbert Rawlinson in "The Man Under Cover."

* * *

He Drew Four Aces Four Times in One Evening of Poker. And He Was Going Straight! See Herbert Rawlinson in "The Man Under Cover."

Do You Buy "Phoney" Oil Stocks?

See HERBERT RAWLINSON in

"THE MAN UNDER COVER"

Even His Girl Had Been One of the Trusting Ones to Put Her Money Into the Crooks' Plan. Paul Porter Saw Things Red When His Crook's Soul Revolted at the Thought of the Deviltry Afoot.

YOUR THEATRE ALL NEXT WEEK

(Specimen newspaper ad made by combining scene cut and display line)

THUMB-NAIL THEME

Paul Porter and his pal in slippery deals, Daddy Moffat, had dropped into the old home town where Porter was raised and driven out years before.

They looked the old town over. Not much to look at. Paul had found his old chum, Holt Langdon, cashier of the bank and publisher of the newspaper, in serious trouble to the tune of twenty-five thousand embezzled dollars. He had tried to save Holt and hadn't succeeded, though when Holt committed suicide he had rearranged the gun and put a fuse neatly as evidence that the man died defending the bank. One good deed, and that seemed like all there was to do. Holt's sister, Paul's old sweetheart, Margaret Langdon, had three babies at her apron-strings.

"Nothing more to do," said Paul to Daddy Moffat. "Let's go!"

So they got in a trembling flivver for a good, graceful exit from the town. Then an idea invaded Paul's mind. Crook he might be, and married Margaret might be — but he had to see her once!

So he left Daddy Moffat in front of the house and went in. He came out running and slapped his pal on the back.

"Daddy, she's not married! We're going to stay here and go straight—and run her paper for her!" he shouted.

Moffat looked at him superciliously and inquired, "Say,where d'ya get that 'we' stuff?"

But Paul Porter's nimble mind was made up, at last. He was going straight! This is one of the pivotal situations in "The Man Under Cover," a Universal Special Attraction, bringing Herbert Rawlinson as a star to the ....Theatre next..........................

Rawlinson in "The Man Under Cover"

ONE of the chief reasons why Herbert Rawlinson is a star of Universal Special Attractions today is that he is such a clean-cut, open-face model. Men aren't made any more honest or sincere.

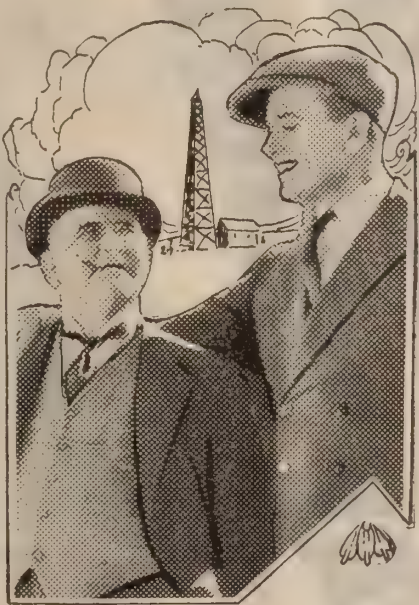
But extreme honesty doesn't always show in a man's personality. It isn't always engraved as it should be on a face that fronts an honest mind. Frankness sometimes registers only fifty per cent or less on the outside.

Rawlinson's doesn't — it shows up plainly, one hundred per cent. visible. Of course there is a reason back of it: Rawlinson's personal life and his personal tastes.

The star of "The Man Under Cover," a Universal photoplay coming to the .... theatre next ...., isn't any Bohemian artist of the type so common in pictures. He doesn't go raving crazy over the latest exhibit of futuristic painting or the current celebrity in the field of verse libre. Funny parties of the Greenwich Village type, where the men mostly have long hair and the women short, appeal to him about as much as a dish of fried pork fat garnished with broken glass and served with maple syrup.

He is thoroughly normal. From six in the morning till ten at night he is keenly alive with the pleasure of a well-balanced life. Athletics give his physical self practical perfection and wholesome diversions keep him in top-notch trim from the neck up.

He is strongly interested in the case of Louis Victor Eytinge, the author of "The Man Under Cover," whose efforts to lead a normal, productive life within the gray walls of a penitentiary have aroused the interest of a real sensation in the literary world. Eytinge is a lifer in the Arizona State prison, and "The Man Under Cover" is the fruit of his years behind the bars.



HERBERT RAWLINSON in "THE MAN UNDER COVER" A UNIVERSAL PICTURE

❦

TELL 'EM ABOUT—

1—HERBERT RAWLINSON, the star, handsomer, more athletic and with more pep and animation than two ordinary stars.

2—The direction of Tod Browning, master director of "Outside the Law," "No Woman Knows" and other Universal-Jewel successes.

3—The fact that this story was written by a "man who knows" — Louis Victor Eytinge, not only a brilliant writer, star prisoner of the Arizona penitentiary, but one of the most interesting figures in America as well; whose unique "comeback" has been written about by many prominent journalists.

4—The well known oil game, nemesis of many an amateur capitalist, which furnishes the story with its pivotal situations; not much oil, but a lot of swell, gilt-edged stock!

5—Barbara Bedford in the opposite lead and knockout cast including George Hernandez, George Webb, William Courtwright, Willis Marks, Gerald Pring, Ed. Tilton and others.

6—The fact that not only has comment in literary and screen circles been aroused to a high pitch by this unique picture written by a convict, but the attention drawn to his case may secure for him a long deserved pardon!

7—Harvey Gates, the scenarist, a good bet — with "Hell Morgan's Girl," "The Wild Cat of Paris" and "The Sting of the Lash" behind him.

8—World-wide exploitation through one of the leading news services of the case of Eytinge, first made famous by Peter MacFarlane in "Men Who Came Back," a story that has every one interested in seeing what kind of a crook picture Eytinge would write.

9—The fact that Herbert Rawlinson made his greatest success as a leading man in crook pictures and this is his first opportunity under his new starring agreement to appear in such films and that it's a reversion also of Browning to the type of picture of "Outside the Law," a knockout crook film.

10—Typical Universal filming for a good star and director; only — with a few unique elements above even the Universal average.

❦

CAST

Paul Porter	HERBERT RAWLINSON
Daddy Moffatt	George Hernandez
Mayor Harper	William Courtwright
Jones Wiley	George Webb
"Coal Oil" Chase	Ed. Tilton
Holt Langdon	Gerald Pring
Margaret Langdon	Barbara Bedford
The Kiddies	Helen Stone Betty Eliason

❦

AT A GLANCE

TITLE—"The Man Under Cover."

BRAND—Universal Special Attraction.

STAR—HERBERT RAWLINSON,

PREVIOUS SUCCESSES—As leading ing man of "Conflict" and as star of "The Millionaire," "Cheated Hearts" and "The Scrapper."

SUPPORTING CAST—Barbara Bedford, George Hernandez, William Courtwright, Willis Marks, George Webb, Ed. Tilton, Gerald Pring, Helen Stone and Betty Eliason.

DIRECTED BY—Tod Browning, who directed "Outside the Law," "The Virgin of Stamboul" and "No Woman Knows."

STORY BY—Louis Victor Eytinge, the most famous prisoner in America, a "lifer" in the Arizona State penitentiary, who, after seventeen years of prison life, is astonishing the literary world with pen pictures of life.

SCENARIO BY—Harvey Gates, scenarist of "Hell Morgan's Girl," "The Wild Cat of Paris" and "The Sting of the Lash."

PHOTOGRAPHY BY—Virgil Miller.

TIME—Today, a "new leaf" later than yesterday.

LOCALE—Homeville, the old home town anywhere.

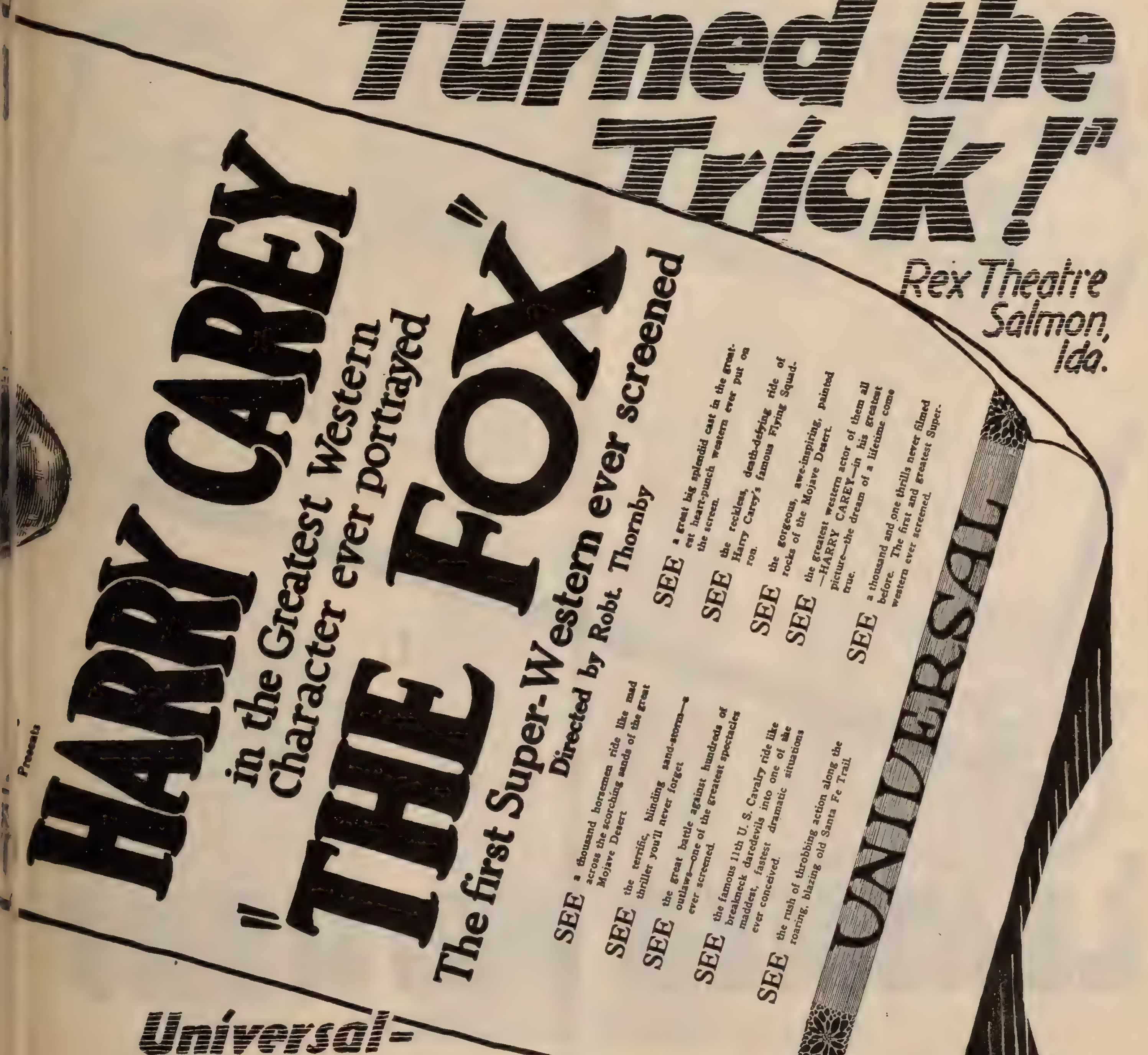
❦

$7,000.00 IN PRIZES!
Read Announcement on Page 10

"Pulled wonderfully for us! Biggest surprise package of the year!"

Says Philip Rand

he Handbills Turned the Trick!"



Presents

HARRY CAREY

in the Greatest Western Character ever portrayed

"THE FOX"

The first Super-Western ever screened

Directed by Robt. Thornby

SEE a thousand horsemen ride like mad across the scorching sands of the great Mojave Desert

SEE the terrific, blinding sand-storm—a thriller you'll never forget

SEE the great battle against hundreds of outlaws—one of the greatest spectacles ever screened.

SEE the famous 11th U. S. Cavalry ride like breakneck daredevils into one of the maddest, fastest dramatic situations ever conceived.

SEE the rush of throbbing action along the roaring, blazing old Santa Fe Trail

SEE a great big splendid cast in the greatest heart-punch western ever put on the screen.

SEE the reckless, death-defying ride of Harry Carey's famous Flying Squadron.

SEE the gorgeous, awe-inspiring, painted rocks of the Mojave Desert.

SEE the greatest western actor of them all—HARRY CAREY—in his greatest picture—the dream of a lifetime come true.

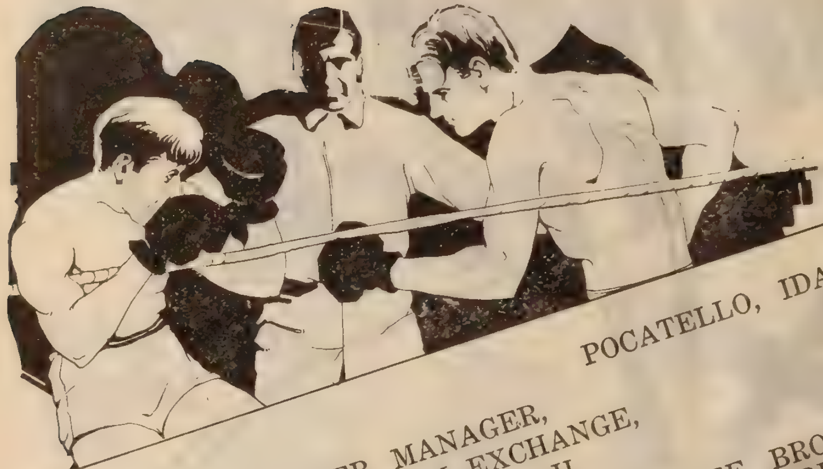
SEE a thousand and one thrills never filmed before. The first and greatest Super-western ever screened.

UNIVERSAL

Rex Theatre
Salmon,
Ida.

Universal-Jewel

---And This With a 2-Reel Feature!



POCATELLO, IDAHO, MARCH 12.

G. A. HAGER, MANAGER,
UNIVERSAL FILM EXCHANGE,
SALT LAKE CITY, UTAH.

LEATHER PUSHERS, ROUND THREE, BROKE ALL HOUSE RECORDS SINCE MARCH, 1921. PEOPLE WERE LINED UP IN FRONT OF BOX-OFFICE AND WE SHOWED S. R. O. UNTIL NINE P. M. I HAVE BEEN IN BUSINESS TWO YEARS AND SIX MONTHS AND MY HOUSE RECORDS ARE AS FOLLOWS: "OUTSIDE THE LAW," FIRST; "LEATHER PUSHERS," SECOND; "CONFLICT," THIRD.

L. MANDERS,
AMERICAN THEATRE.

DID you ever hear or read anything like this about a two-reel feature before? Of course not, for there never was a series of two-reel pictures that could hold a candle to these wonderful short features. Arrange with your Universal Exchange for a showing today.

APRIL AND MAY
Exhibitors-Universal Employees Months

UNIVERSAL
JEWEL
COLLIER'S
SERIES

Carl Laemmle *presents*

"The LEATHER PUSHERS"

Starring REGINALD DENNY

The greatest Series of two reelers ever released!

Directed *by* HARRY POLLARD from the famous Colliers' stories *by* H.C.WITWER

EXHIBITORS' HALL OF FAME

Books 'Em All

Frank Welter, of the Opera House, Sturgeon Bay, Wis., knows how to make his visits to Milwaukee profitable. Mr. Welter saw two Universal Jewels in another Wisconsin town, and while in Milwaukee last week visited the local Exchange and booked "The Fox," "Conflict," "Winners of the West," "The Leather Pushers," and Century Comedies.

Want "Foolish Wives"

Neil Duffy of the Elite Theatre, Appleton, Wis., and Mr. E. F. Dries of the Ione Theatre, Fredonia, are preparing to book "Foolish Wives."

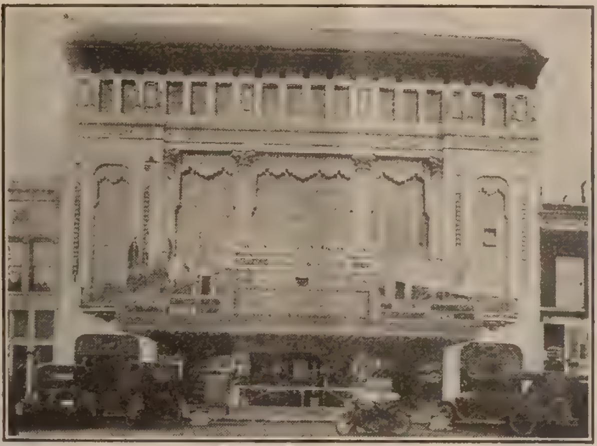
To Establish Chain

A. L. Robarge, who owns a chain of theatres in Wisconsin, expressed his intention of going to Texas and looking over the moving picture field there, with the view of establishing a chain of theatres in Texas similar to the one in his State. Mr. Robarge banks on Universal service and co-operation in helping him to attain the success in Texas they have brought him in Wisconsin.

Secretary of M. P. T. O. of N. C.

H. B. Varner, Proprietor of Lyric Theatre, Lexington, N. C., and Secretary of M. P. T. O. of N. C., Who Recently Congratulated Carl Laemmle on His Reduced-Rentals Attitude.

FINE FRONT FOR "FOOLISH WIVES"



The Criterion, Buffalo, N. Y., Made Good Use of Cut-outs From the 24-Sheets in Its Display for Erich von Stroheim's Million-Dollar Super-Jewel.

Two Jewels for Ainsworth

W. L. Ainsworth of the Orpheum Theatre, Fond du Lac, Wis., intends booking "Wild Honey" and "Man to Man."

Prescribes Pills and Pictures

Harry F. Thomas, Exhibitor-Druggist of Greensburg, Pa., Owner of Casino Theatre, Who Shows Universal Product Every Week.

Books Two Jewels

Otto Bell, Bell Theatre, Sparta, Wis., will play "Wild Honey" and "Man to Man" in April.

"U" Exhibitor Six Years

L. V. French of the Crystal Theatre, Lennox, S. D., is a firm believer in Universal pictures and has used practically all the "U" releases since 1916.

100% Universal

E. W. Mahan, owner of the Regale Theatre, Salem, S. D., has been a customer of Universal since 1915. He uses all Universal Special Attractions and Jewel productions.

Books Denny Series

P. R. Matson of the Crystal Theatre, Flandreau, S. D., has contracted for "The Leather Pushers" for an early showing.

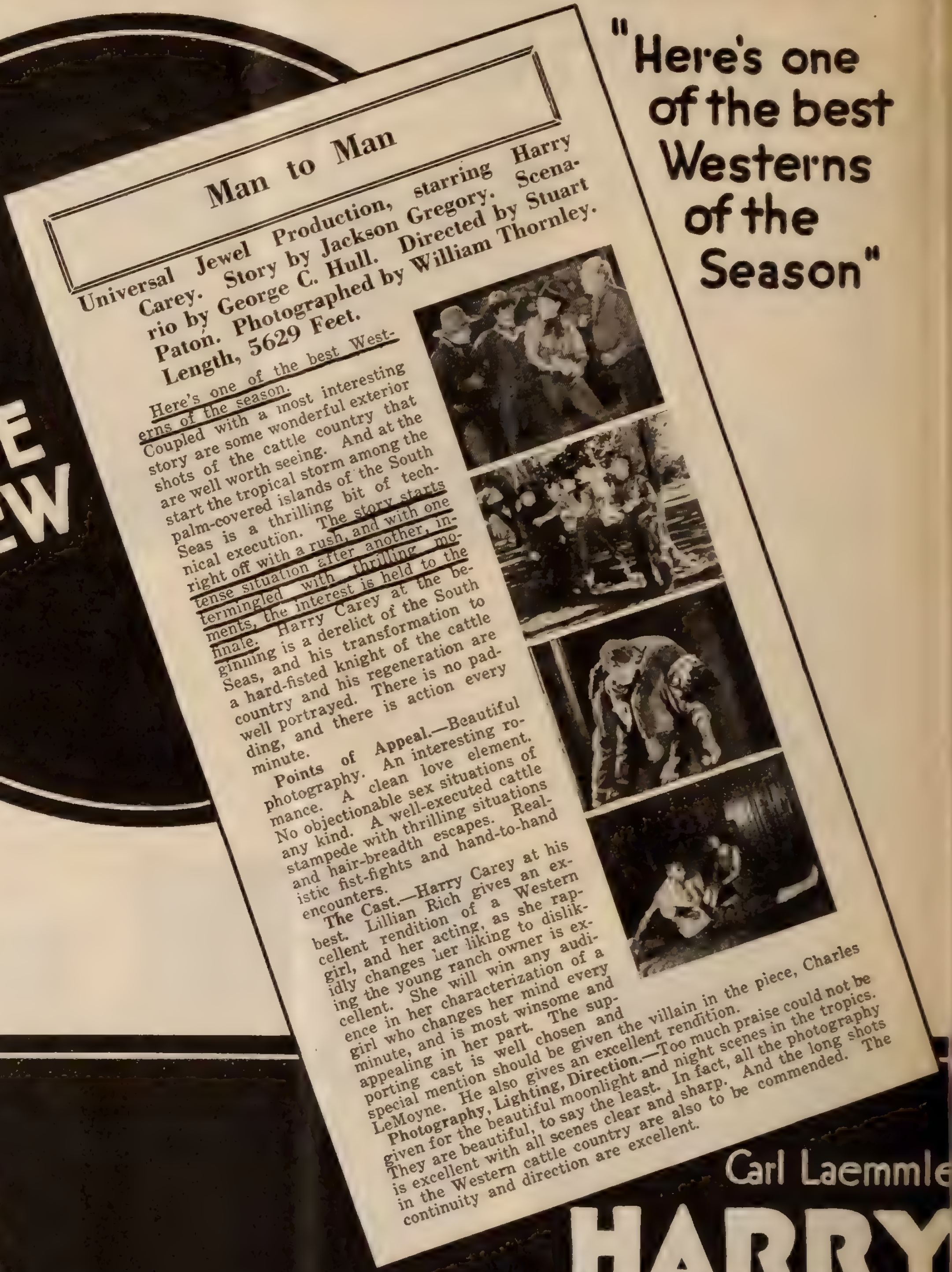
Ill With Influenza

Mr. Allerman of the Strand Theatre, Clinton, Iowa, and president of the Princess Amusement Company, has been seriously ill with the "Flu."

Three Live Wires

L. W. Barclay, Managing Director Grand Amusement Co., Johnstown, Pa., a 100% Universal Exhibitor; Jake Silverman, Co-owner of Strand, Altoona, a 75% "U" Exhibitor, and Charles Baird, Owner of Two 100% Universal Houses in Portage, Pa.

EX.
TRADE
REVIEW



Man to Man

Universal Jewel Production, starring Harry Carey. Story by Jackson Gregory. Scenario by George C. Hull. Directed by Stuart Paton. Photographed by William Thornley. Length, 5629 Feet.

Here's one of the best Westerns of the season. Coupled with a most interesting story are some wonderful exterior shots of the cattle country that are well worth seeing. And at the start the tropical storm among the palm-covered islands of the South Seas is a thrilling bit of technical execution. The story starts right off with a rush, and with one tense situation after another, intermingled with thrilling moments, the interest is held to the finale. Harry Carey at the beginning is a derelict of the South Seas, and his transformation to a hard-fisted knight of the cattle country and his regeneration are well portrayed. There is no padding, and there is action every minute.

Points of Appeal.—Beautiful photography. An interesting romance. A clean love element. No objectionable sex situations of any kind. A well-executed cattle stampede with thrilling situations and hair-breadth escapes. Realistic fist-fights and hand-to-hand encounters.

The Cast.—Harry Carey at his best. Lillian Rich gives an excellent rendition of a Western girl, and her acting, as she rapidly changes her liking to disliking the young ranch owner is excellent. She will win any audience in her characterization of a girl who changes her mind every minute, and is most winsome and appealing in her part. The supporting cast is well chosen and special mention should be given the villain in the piece, Charles LeMoyne. He also gives an excellent rendition.

Photography, Lighting, Direction.—Too much praise could not be given for the beautiful moonlight and night scenes in the tropics. They are beautiful, to say the least. In fact, all the photography is excellent with all scenes clear and sharp. And the long shots in the Western cattle country are also to be commended. The continuity and direction are excellent.

"Here's one of the best Westerns of the Season"

APRIL AND MAY
Exhibitors-Universal Employees Months

From the novel by
JACKSON GREGORY

Directed by
STUART PATON
producer of
"CONFLICT"

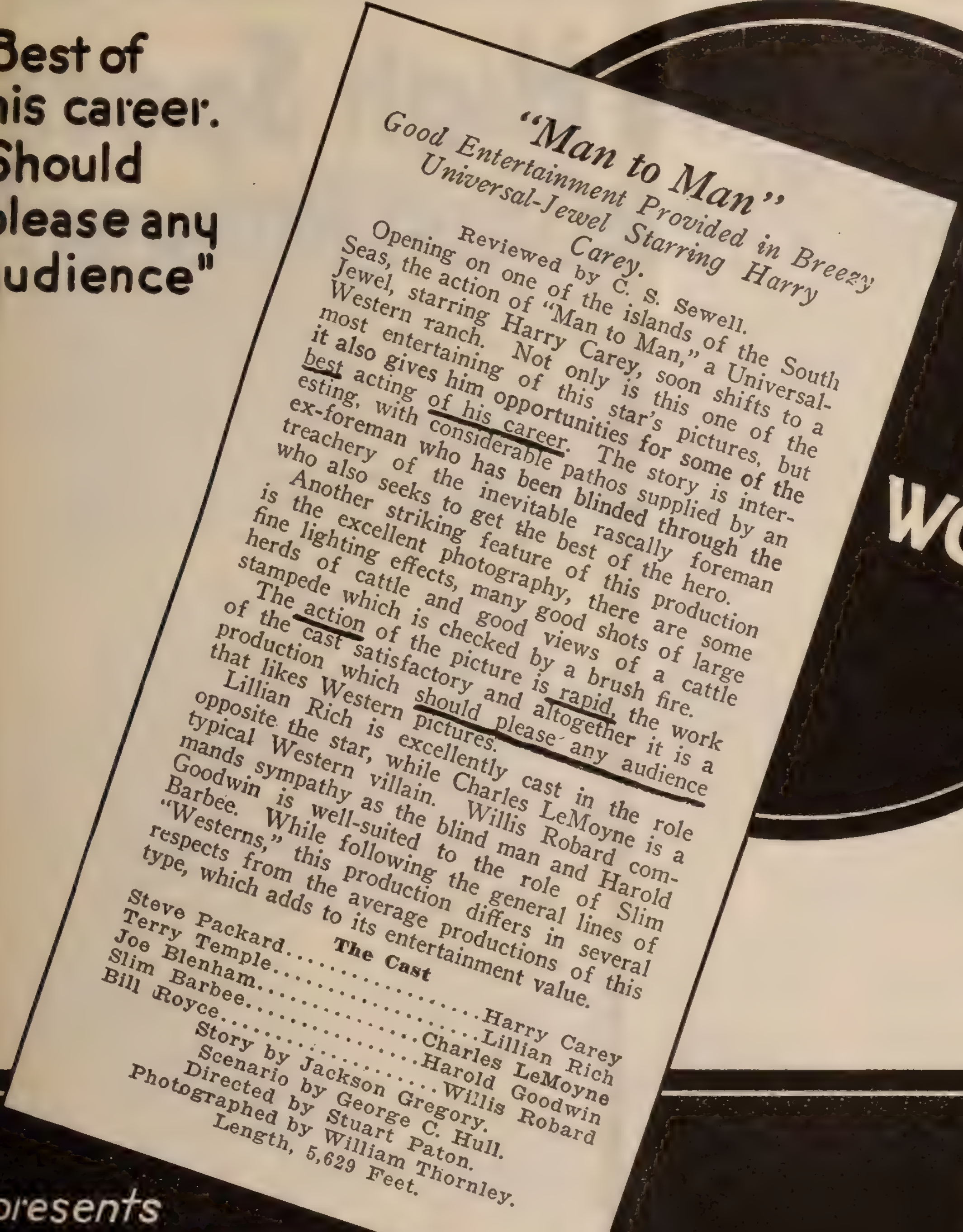
Carl Laemmle

HARRY

in the Stupendous Unive

MAN T

"Best of his career. Should please any audience"



"Man to Man"

Good Entertainment Provided in Breezy Universal-Jewel Starring Harry Carey.

Reviewed by C. S. Sewell.

Opening on one of the islands of the South Seas, the action of "Man to Man," a Universal-Jewel, starring Harry Carey, soon shifts to a Western ranch. Not only is this one of the most entertaining of this star's pictures, but it also gives him opportunities for some of the best acting of his career. The story is interesting, with considerable pathos supplied by an ex-foreman who has been blinded through the treachery of the inevitable rascally foreman who also seeks to get the best of the hero.

Another striking feature of this production is the excellent photography, there are some fine lighting effects, many good shots of large herds of cattle and good views of a cattle stampede which is checked by a brush fire.

The action of the picture is rapid, the work of the cast satisfactory and altogether it is a production which should please any audience that likes Western pictures.

Lillian Rich is excellently cast in the role opposite the star, while Charles LeMoyne is a typical Western villain. Willis Robard commands sympathy as the blind man and Harold Goodwin is well-suited to the role of Slim Barbee. While following the general lines of "Westerns," this production differs in several respects from the average productions of this type, which adds to its entertainment value.

The Cast

Steve Packard	Harry Carey
Terry Temple	Lillian Rich
Joe Blenham	Charles LeMoyne
Slim Barbee	Harold Goodwin
Bill Royce	Willis Robard

Story by Jackson Gregory.
Scenario by George C. Hull.
Directed by Stuart Paton.
Photographed by William Thornley.
Length, 5,629 Feet.

M.P. WORLD

APRIL AND MAY
Exhibitors-Universal Employees Months

presents
CAREY
sal Jewel Production
O MAN"

Special Cast includes
LILLIAN RICH—
HAROLD GOODWIN—
CHARLES LEMOYNE

Hit the High Spots with These Short Features!

EXHIBITORS say "They are as good as features" because they pull like features! Universal gives as much thought to cramming these two-reelers with the stuff you need as it does to its big productions! The proof of these short-features puddings is in the way they cash in. Get your slice today!

EDDIE POLO

in "The Return of Cyclone Smith" Series.

ART ACORD

"Fair Fighting"
"The Call of the Blood"
"The Ranger's Reward"
"Matching Wits"

How Frank Mayo Spent His Vacation

When Frank Mayo Returned to New York on His Vacation Recently, the Universal Star Found Conditions Had Altered During His Six Years' Absence — The Above Pictures Show Mayo and His Wife, Dagmar Godowsky, Hunting the Star's Birthplace, Sightseeing on Broadway, Helping the Snow Shovelers Clear the Streets, and Enjoying the Sledding in Central Park.

What Other Exhibitors Say About Universal Films

"The Fox," with Harry Carey.—Best Western I have used. Went over big. Carey is a great favorite with my patrons. Advertising, ones, threes, sixes, lobby, newspapers.—T. A. Shea, Palace Theatre, McGehee, Ark.—Neighborhood patronage.

"Dr. Jim," with Frank Mayo.—Good story. Good entertainment value. Fight between Mayo and Herbert Heyes has 'The Spoilers' backed off the boards.—R. W. Adams, Pastime Theatre, Mason, Mich.—Small town patronage.

"Conflict," with Priscilla Dean.—Put this over by big exploitation. For stunt, used Ford tractor pulling loads of logs. Patrons spoke highly of picture. Drew great.—Ben Harding, Liberty Theatre, Council Bluffs, Ia.—Transient patronage.

They're doing it eve
They'll do it for you

They're big ones, and they'll get the business for you that they're getting for everyone else.

Von Stroheim

is an unbeatable name to sell tickets with. This director of "Foolish Wives," the first real million-dollar picture, has received more publicity than any man in filmdom. They can't all see "Foolish Wives" just yet, but they can all see his two Universal - Jewel successes, "BLIND HUSBANDS" and "THE DEVIL'S PASSKEY," and it's up to you, FOR YOUR OWN SAKE, to give them the opportunity.

"Priscilla Dean"—

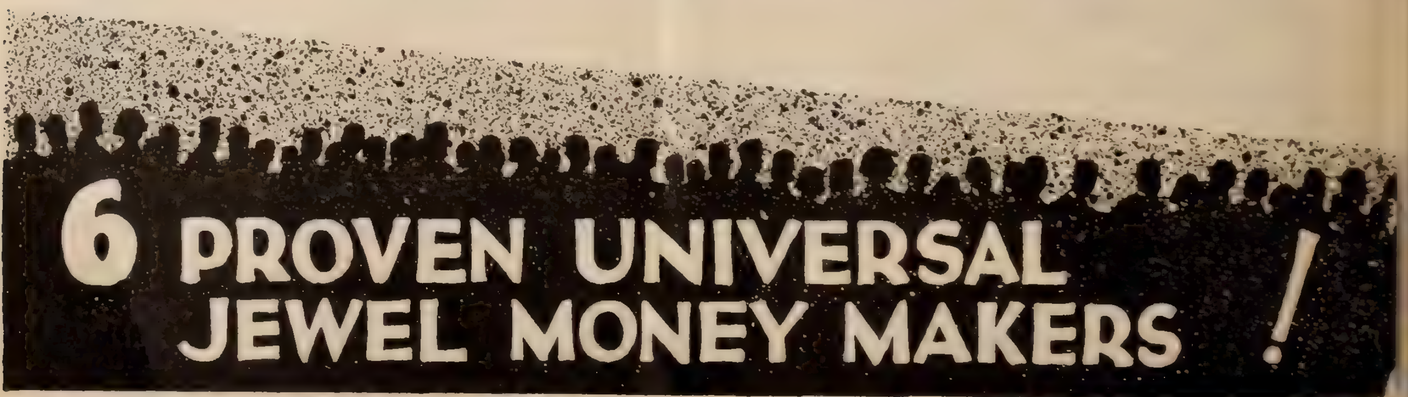
that's all you have to say to get the crowds in. She's the biggest bet in the star field today and, with such pictures as "THE VIRGIN OF STAMBOUL," "OUTSIDE THE LAW" and "REPUTATION" — established box-office record-breakers—there's nothing to it but capacity audiences every time you show them.

Remember, they're tried and proven money-getters — you just have to announce them and then collect. Now is the time to do it.

"Once to Every Woman"

is the greatest mother-love picture of the decade. It is filled with the smile-following-the-tear element that makes people say, "What a wonderful picture." It is one of the biggest money pictures Universal has ever put out. It has two of the most popular stars in the game today — DOROTHY PHILLIPS and RODOLPH VALENTINO. Either one of these names alone would be sufficient to draw a big house. Figure what the combination in this picture will do.

CLEAN UP NOW WITH THESE PROVEN CLEAN-UP PICTURES



"Robinson Crusoe" Soon to be Released

Universal Chapter-Play Starring Harry Myers Ready for Screen. Third and Best of Historical Educational Thrillers

"THE Adventures of Robinson Crusoe," an eighteen episode chapter-picture being made by Universal with Harry Myers in the role of "Crusoe," will soon be ready for release, it is announced at the Universal home office. Three chapters of two reels each already have been received in the East, and the production is well into the middle of the serial.

The "Crusoe" picture is the third of Universal's new policy serials—serials based on "thrills from history or from standard and classical literature." The first was "Winners of the West," starring Art Acord, and based upon the cross-continent expeditions of Capt. John C. Fremont in the gold rush days of 1849. The second was "With Stanley in Africa," starring George Walsh with Louise Lorraine, which was based on Henry M. Stanley's famous quest into Africa for Dr. David Livingstone.

THE new style serials are said to be revolutionizing the serial field. Instead of being under fire from parents, pulpit and school authorities, Universal has found that Boards of Education, civic clubs and parents' associations co-operate heartily with exhibitors showing the historical-educational series. The thrills introduced into Universal's "historical series" are not censorable and are found to make a child's idea of history more vivid.

"THE ADVENTURES OF ROBINSON CRUSOE" is a new style serial to be based upon standard literature. Daniel Defoe's famous character was chosen as a screen figure because of the universal popularity of the celebrated castaway. Almost every literate man, woman and child in the civilized world knows the story of Robinson Crusoe. Inquiries concerning the forthcoming serial indicate great interest on the part of persons of all ages in seeing their boyhood hero screened.

Universal believes that in selecting Harry Myers, famed as "The Connecticut Yankee," to play Crusoe, there has been assured a portrayal that will have the maximum appeal to the youngsters of the land. Myers, in the earlier episodes, shows that he is just the kind of a swashbuckling seventeenth century youth that Crusoe must have been in his early life.

Robert F. Hill, the director, has taken great pains to reproduce properly the atmosphere of the Seventeenth Century throughout the serial. Included in the unusual material needed were several ancient vessels or galleons of the odd type in vogue during the period.

EMMA BELL CLIFTON, who scenarized the story, is said to have overlooked no opportunity to bring out the stirring action and the suspense of Crusoe's life. An unusual cast was engaged to support Myers. Noble Johnson plays the role of "Friday." He is said to be the ideal type for the big Carribean. Gertrude Olmstead plays opposite Myers in certain sequences of the story. Others in the cast are Percy Pembroke, Josef Swickard, remembered for his work in "The Four Horsemen," Gertrude Claire, "the ideal screen mother," Aaron Edwards and Emmett King.

Universal officials who have seen the first several episodes of the new serial, say it is by far the best serial Universal has ever made. It is reported to be more like a feature than a serial.

UNIVERSAL has adopted the expediency of calling its new serials "continued features" because of their superiority over former types of episodic thrillers.

It is expected that "The Adventures of Robinson Crusoe" will be released March 27. An elaborate press and campaign book has been prepared for it, calculated to aid the exhibitor in obtaining the maximum co-operation of school teachers, parents and other educators in putting over his showing.

WHAT "EXHIBITORS' FORUM" SAYS:

A SHORT time ago Carl Laemmle, President of Universal Film Manufacturing Company, issued a statement offering to reduce film rentals for any exhibitor showing that he has been operating at a loss. Mr. Laemmle should have had no trouble finding thousands of theatres who are eligible for reductions. The Kansas City and St. Louis offices have given favorable consideration to many applications which have come to them. Mr. J. H. Calvert, of the Kansas City office, states that he will be pleased to receive any further applications for reduction filed either through your association or taken up directly with his office.

Mr. Laemmle is to be commended for his action. He has been black-guarded for his action by other distributors, but his position has not weakened. With the other exchanges following the Universal example, the film rental problem would soon find a solution.

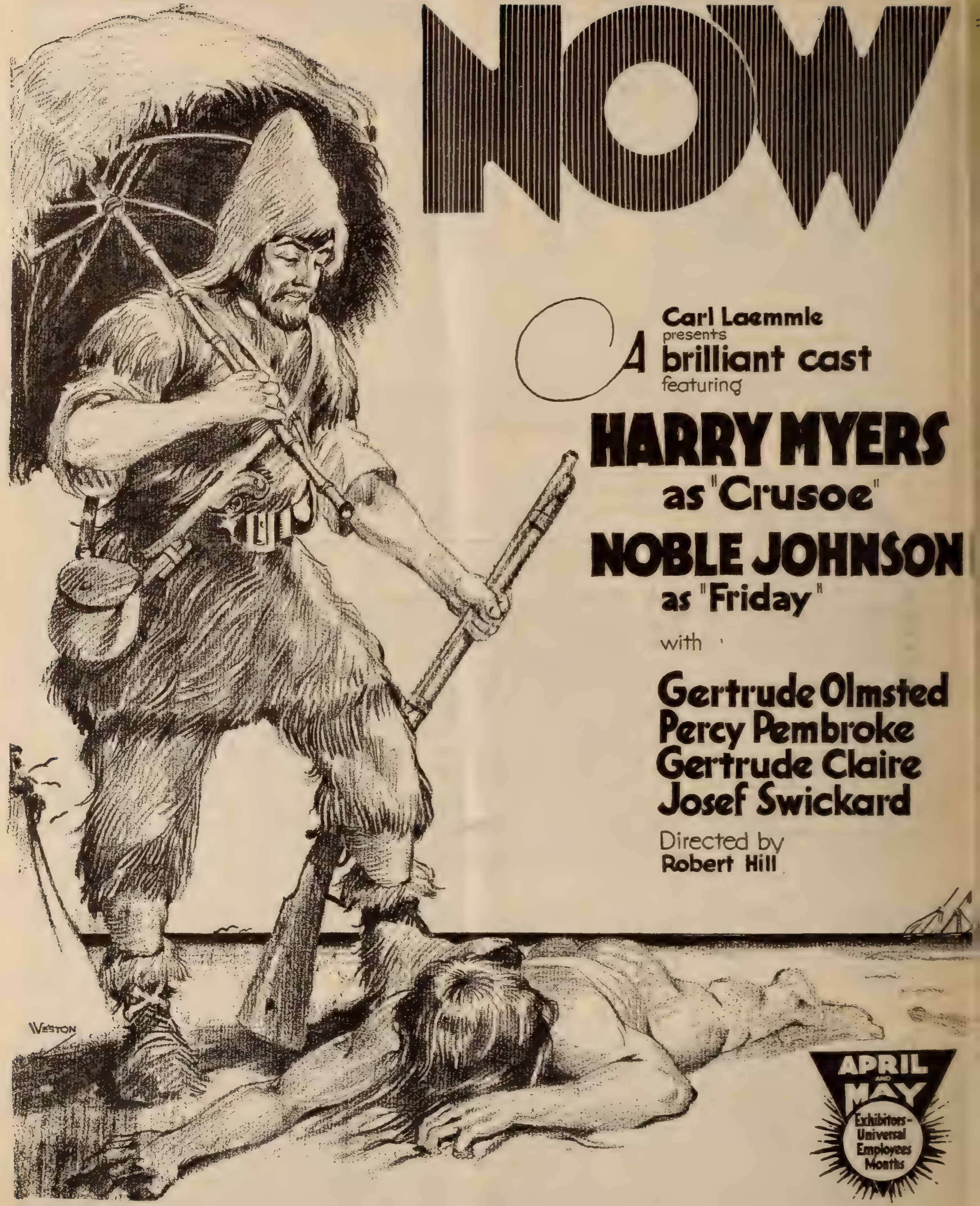
It is not the policy of the Exhibitors' Forum to act as a press sheet for any exchange, however it would be a breach of courtesy were it not to publicly express its appreciation for the commendable action of any company or individual. Who's next?

* * * * * *

Screen Actress Receives Unique Musical Tribute

A UNIQUE compliment was paid Norma Shearer recently when Fred Hager, popular song writer, dedicated his latest hit, "Kiss Me By Wireless," to the leading lady of Universal's "The Leather Pushers." Hager happened to be "listening in" on a radio telephone set the evening Miss Shearer made a Radiophone "personal appearance" at Roselle Park, N. J., and was so struck by the screen actress' personality that he immediately started to write the musical number, which was inspired by a friend's chance remark: "Well, I suppose the time will come when you'll be able to kiss a girl like that by wireless."

Miss Shearer scored a tremendous success at the Radio Show and Convention, held at the Pennsylvania Hotel, New York City, last week, when she appeared in person and sang the number, the first wireless song, wirelessly inspired. Mr. Hager, besides being a song writer of note, is recording manager for a large phonograph concern. Arrangements are now under way for Miss Shearer to make phonogaph records of the song for general distribution.



NOW

Carl Laemmle
presents
A brilliant cast
featuring

HARRY MYERS
as "Crusoe"

NOBLE JOHNSON
as "Friday"

with

Gertrude Olmsted
Percy Pembroke
Gertrude Claire
Josef Swickard

Directed by
Robert Hill

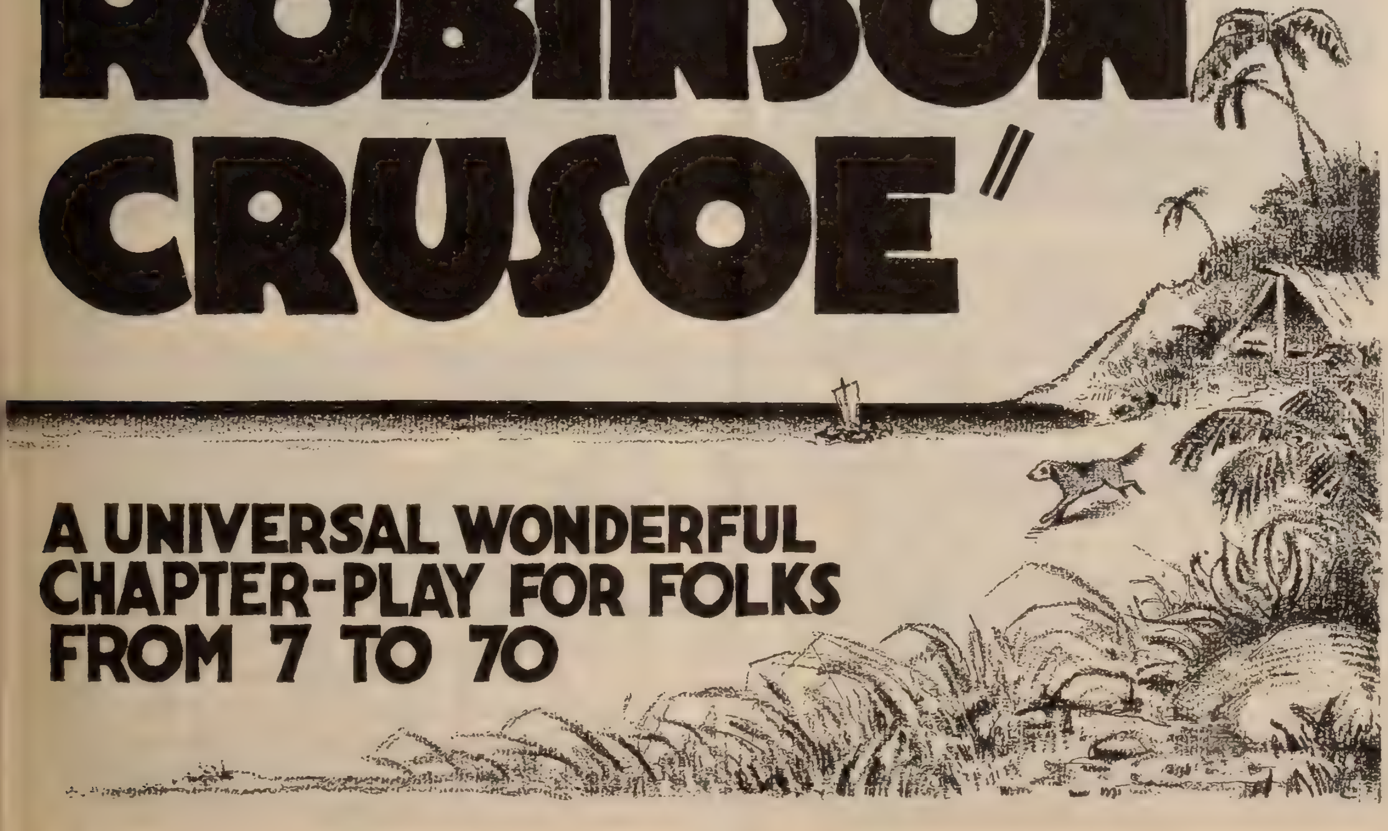
APRIL AND MAY
Exhibitors-Universal Employees Months

READY!

NOW you can book and show it. The greatest chapter-play Universal has yet produced, brimful of all that colorful romance, action and suspense that made the book master of many millions of hearts.

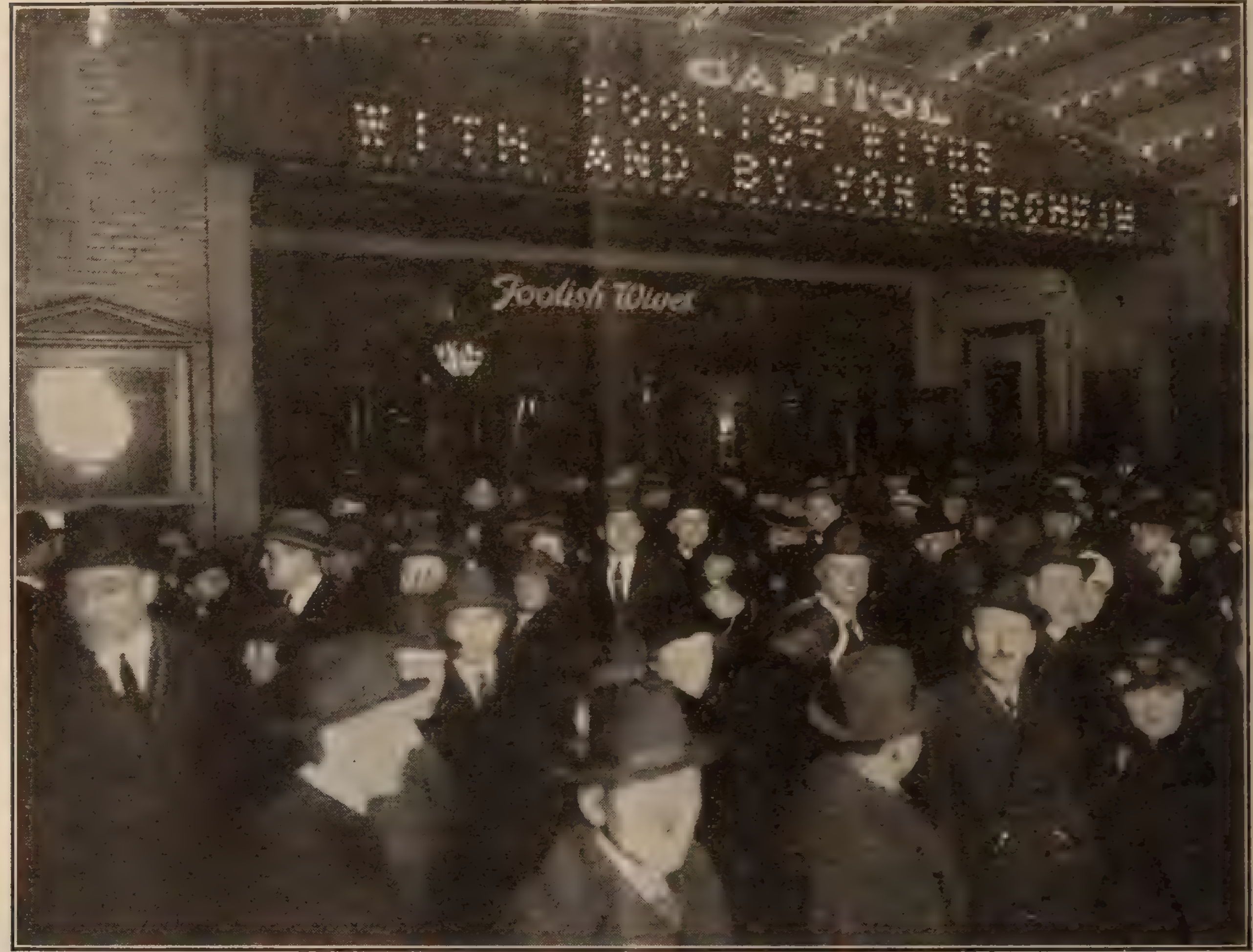
HERE is a new type of chapter-play that first-run houses throughout the country are going to be glad to show. It is going to prove a credit to the best theatres in the land. You'll know why when you see it.

"The Adventures of ROBINSON CRUSOE"



A UNIVERSAL WONDERFUL CHAPTER-PLAY FOR FOLKS FROM 7 TO 70

PART OF THE 22,466!



Here Are a Few of the Twenty-two Thousand, Four Hundred and Sixty-six Persons Who Stormed the Doors of the Capitol Theatre, New York City, on the Opening Night of Carl Laemmle's Super-Jewel Production, "Foolish Wives," When the Universal Masterpiece Shattered All Previous World's Records.

(Copy of Telegram)

San Francisco, Calif.
March 16, 1922.

Universal Film Exchanges, Inc.:

Imperial receipts, Wednesday, Thirty-one Hundred Sixty-one dollars. Played to fifty-two hundred seventy-nine people notwithstanding heavy rain all evening since six-thirty. Picture receiving great publicity and mouth to mouth advertising. All previous records any picture production in San Francisco completely shattered. Congratulations and regards.

C. A. NATHAN.

EMPRESS THEATRE

Akron, Iowa.
March 4, 1922.

Universal Film Exchange:

I want to take this time to thank you for service you are rendering me at this time. I can truthfully say that if it had not been for Universal and one other square shooter I would have been obliged to close my doors at least half of the time. I assure you that I appreciate this service and will use as much "U" service as I can.

O. P. BUSWELL, Manager.

FIRST

IN A FIRST RUN HOUSE

> "WE ARE RUNNING THIS SERIAL IN OUR FIRST RUN HOUSE HERE AND IT IS THE FIRST SERIAL THAT WE HAVE EVER PLAYED IN THIS THEATRE SINCE IT HAS BEEN BUILT. I was not sure when booking this serial into the Strand that I was doing the right thing, thinking perhaps some of our regular patrons would resent it. Am glad to say, however, that it has been just the opposite and we have had many compliments on this picture."
>
> *--C. R. Bamford,*
> *Strand Theatre,*
> *Asheville, N. C.*

APRIL AND MAY
Exhibitors-Universal Employees Months

Carl Laemmle presents

George Walsh and Louise Lorraine in

"With STANLEY in AFRICA"

Directed by William Craft

UNIVERSAL'S TRUE HISTORY CHAPTER PLAY

Peggy Conquers The World!

By Quinn L. Martin

ONE of the best motion picture performances in New York this week is given by a three-year-old actress at the Central Theatre. As a matter of fact, Baby Peggy is not quite three yet. We find this dimple-faced, bob-haired brunette lady acting the leading part in a Century Comedy called "Peggy, Behave!" which strikes us as being one of the most amusing things we have seen in films this season.

It is a pleasure to report favorably on an actress who is not going to allow expressions of admiration to turn her head. Peggy doesn't read much as yet.

This child is the best equipped of no fewer than a dozen juvenile performers who have been brought out by hopeful parents and more hopeful photo-play producers since the first pictures of Jackie Coogan. Her career is less than nine months old. She was being carried through the Century Comedy studios in California last year by her father, James Montgomery, an Idaho ranchman, on a little sightseeing trip, and a director saw her. He placed her before a camera and turned the crank. Then he made a contract with her parents.

Peggy's face is a delight even when in repose. When she smiles every one smiles with her. And when she plays a joke on the grown-ups in the picture, all the while keeping her brown eyes fixed upon the director beside her, the women of the audience "ado-r-r-r-e" her and the men laugh out loud. Her natural propensity as a mimic is irresistible.

This little girl, if placed in pictures that are suitable to her age and talents, ought to be one of the attractive figures in the motion picture acting field for at least two years. Not even Master Jackie Coogan himself has more of Old Nick in his eyes than has Baby Peggy.

------*The New York World*

The best one-a-week buy on the market!

BABY PEGGY appears exclusively in

Century Comedies

RELEASED THRU UNIVERSAL

BABY PEGGY NUMBER

George Blaisdell Gives Generous Tribute to Baby Peggy's Prowess

GEORGE BLAISDELL, associate editor of Exhibitors' Trade Review, saw "Peggy Behave" at the Central Theatre, and he was so impressed with our little three-year-old's prowess as a comedienne de luxe that he wrote the following:

BETTER NOT MISS "PEGGY BEHAVE"

Century Comedy Mite Comes to Us in a Story in Which Fun Abounds, With a Few Thrills Thrown In for Good Measure.

It begins to look as if there is a new luminary in the film heavens—just a little one, only about three years old, but it's there, she's there. If you haven't seen Baby Peggy, the Century Comedy Miss, it will be worth your while to look her up. If in doubt as to what subject to look at try "Peggy Behave." That's the subject under discussion at the moment, but there have been others, some of them as mirthful as the present, but hardly containing as much suspense, as we recall them. "Peggy Behave" is now showing at the Central on Broadway, where Peggy is on the bill with Priscilla Dean's "Wild Honey."

The mite is busy throughout the two reels. And with it all there is no trace of consciousness of the camera or of a feeling that she is "smart" or funny. Peggy is unaffected, whether grave or gay, whimsical or just plain mischievous. She has a squint to her nose, an all-around "way with her," that will make many an older sister incline to study her method. Arvid Gillstrom is directing the series of pictures in which Baby Peggy appears, and he is entitled to pin a bouquet on himself. He also is the author of "Peggy Behave."

Peggy does a lot of things worth recording in this story of a child who by her mother in straightened circumstances is sent to live with her aunt in the country. Her presence may cause her esteemed relative to suffer more or less, but certainly ennui is not one of the chief complaints. And the same may be said for a certain duck on the farm for the capture of which Peggy is compelled to toddle many steps and brave what looks very much like danger. Of course, the danger is nil, but when we see the mite running back and forth across a plank extended over a cliff several hundred feet above the beach we think it quite real. The duck on the end of the plank finally is captured and lugged home in triumph.

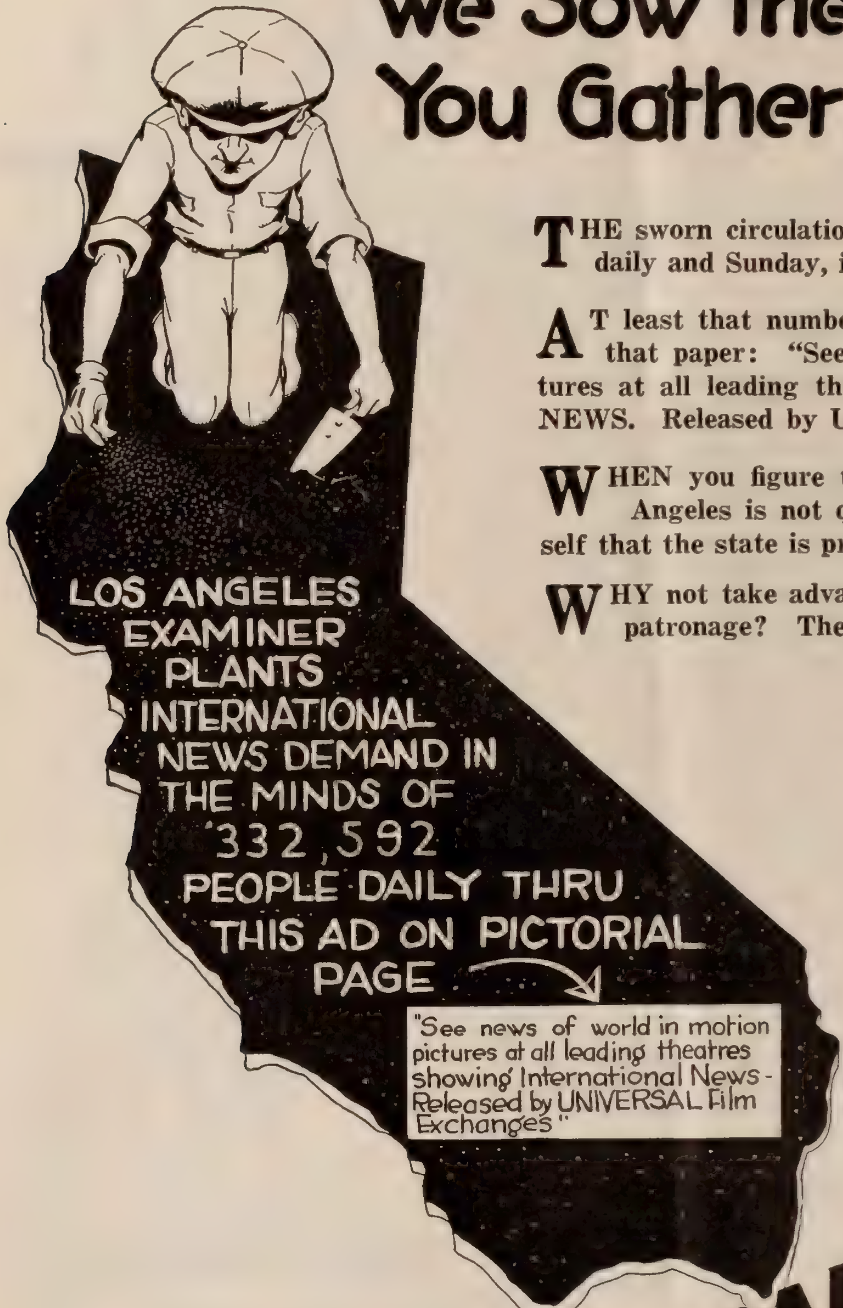
In the previous pursuit of the duck Peggy, just underneath a bunch of hay being hoisted into the barn, tackles the fowl. The farmers, disconcerted, let go the rope. Peggy and the duck are underneath the hay. The loose bale quickly is lifted, with Peggy discovered in possession of a half dozen eggs. These she gravely stows into her waist, like boys stealing apples. She falls, again in pursuit of the duck. A startled look creeps into her eyes. A tiny hand slowly passses over her tummy and then it is inserted into the garment. Out comes a chick, and then another, and then another. And of course we are fooled again.

Go see for yourself how Peggy so upsets her aunt that she insists her particular friend the letter carrier shall send the little Miss back to her mother by parcel post; how in the mail car she turns loose a bunch of rockets on a band of robbers; how when her wish to ride on the engine has been gratified and one of the enraged bandits has started the locomotive before its crew are aboard Peggy saves the day by shutting off the power—just as the open draw is reached—go see for yourself, say we. Then perhaps you will understand why one of the writers on the New York World printed the statement that "One of the best motion picture performances in New York this season is given by Baby Peggy at the Central."

[George Blaisdell is well known in the industry as a capable judge, and his many articles and items that appear regularly in his paper—Exhibitors' Trade Review—stamp him as one of the finest trade paper editors in the game.]—*Editor.*

Here's the Little Miss Every One Is Talking About. This Is the Dimple-Faced, Bob-Haired Brunette "Lady," Who Is Appearing in "PEGGY BEHAVE." Others, Such as "LITTLE MISS MISCHIEF," "A MUDDY BRIDE," Including the Brilliant Comedies in Which She and Brownie, the Wonder Dog, Appear, All Prove That Baby Peggy Is One of the Most Extraordinarily Fine Comediennes of the Present Day — and Remember, She Only Appears in CENTURY COMEDIES.

Los Angeles Zone Exhibitors -
We Sow the Seeds - You Gather the Harvest -


LOS ANGELES EXAMINER PLANTS INTERNATIONAL NEWS DEMAND IN THE MINDS OF 332,592 PEOPLE DAILY THRU THIS AD ON PICTORIAL PAGE
"See news of world in motion pictures at all leading theatres showing International News - Released by UNIVERSAL Film Exchanges"

THE sworn circulation of the Los Angeles Examiner, daily and Sunday, is 332,592.

AT least that number of people daily read this line in that paper: "See news of the world in motion pictures at all leading theatres showing INTERNATIONAL NEWS. Released by Universal Film Exchanges."

WHEN you figure that the total population of Los Angeles is not quite 600,000 you can see for yourself that the state is pretty well covered.

WHY not take advantage of this enormous prospective patronage? The International News not only gives you the biggest and best news reel on the market, but it creates a market for it, from which you make the profit.

IN other words, we plant the crop and you harvest it when you book the only news reel with a ready-made demand!

INTERNATIONAL NEWS

Released thru
UNIVERSAL

Universal Selects Four Pictures for Gladys Walton

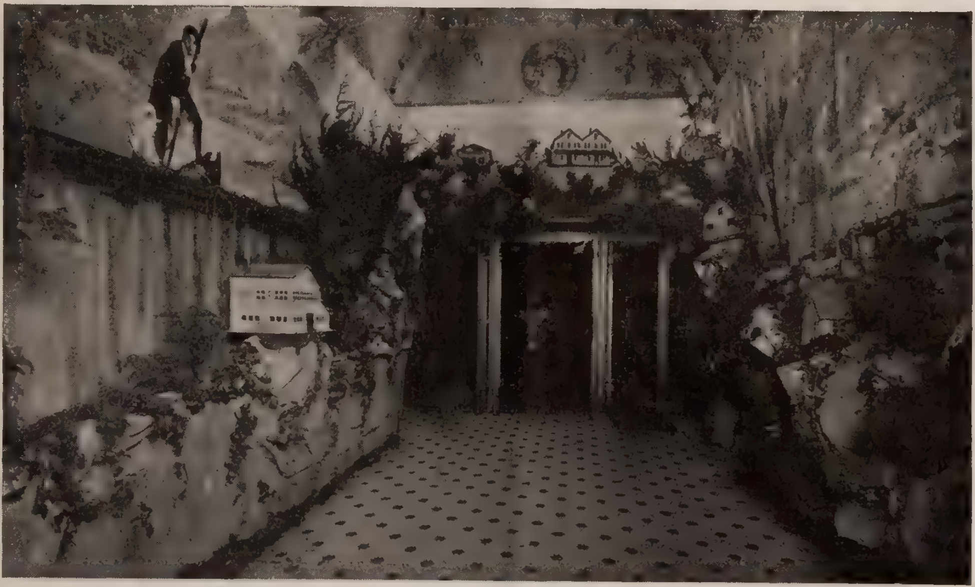
THE wise critics have almost unanimously declared "The Wise Kid" the best of all the Gladys Walton pictures to date. Miss Walton has just finished a personal appearance tour which took her as far east as Salt Lake City. She has just returned to Universal City to start production on "The Trouper," which has been very painstakingly prepared for her use during her absence. "The Trouper" was written by A. P. Younger of the Universal staff, who scenarized it. The rôle provided for Miss Walton is a typical one. She plays a wardrobe girl in a road show.

"The Trouper" will follow in release a production made from the popular song, "Second Hand Rose," which was the song hit of the 1921 Follies. Very few songs have had the popularity which was given to "Second Hand Rose" by Fannie Brice, and a tremendous number of copies of the song have been sold. Shapiro-Bernstein is also issuing a new edition of the song, with Gladys Walton's picture on the cover, and a tie-up has been arranged with music stores throughout the United States to exploit the production when it is released early in May. Lloyd Ingraham, one of the earliest Universal directors, produced the picture which was put into scenario form by A. P. Younger.

Universal has also purchased the Henry W. Savage stage version of Anne Caldwell's popular stage play, "Top o' the Morning." The play presents a singularly appropriate characterization for Miss Walton and brings her back again to the delicious Irish rôles in which she has been so popular.

Following that, Universal will make an elaborate version of Bret Harte's "M'Liss," scenario for which is being prepared by George Hull.

'FRISCO "FROLIC'S" FINE LOBBY DELIGHTS DEAN DEVOTEES



Noble Hearne Obtained a Realistic Waterfall Effect for His Lobby on Priscilla Dean's Recent Universal-Jewel "Conflict" by Means of a Perforated Pipe Spraying Water in Front of a Painted Fall.

FOUR NEW PRODUCTIONS FOR MAYO

AS his latest Special Attraction, "Tracked to Earth," is released, Universal announces four new pictures for Frank Mayo. The next picture, which is now being cut at Universal City, is the last work of the late John Fleming Wilson. In its magazine form it was entitled "The Way Back," but Universal is endeavoring to give it a box-office title in view of the excellence of the picture itself and the clever treatment which it has received at the hands of Stuart Paton, its director. Mr. Mayo had the advantage also of an extremely talented cast, including Sylvia Breamer, Francis MacDonald, Joseph Gerard, Howard Crampton and Marie Crisp. "The Way Back" is a story of the sea.

THE next production on which Frank Mayo has just started is "Out of the Silent North," a novel of the North Woods by Harry Sinclair Drago and Joseph Noel. William Worthington will handle the megaphone on this production and has already taken the company to Truckee for the exteriors.

Charles Sarber has just finished the scenarization of the picture which will follow the Drago story. It is entitled "Afraid to Fight" and was written by Lee Renick Brown.

The fourth production lined up for the Mayo series is "The Altar Stairs," a South Sea story by G. H. Lancaster.

RAWLINSON STARTS "BLACK BAG"

UPON his return to Universal City from a combination vacation and personal appearance tour, Herbert Rawlinson found a production, a cast, and a director anxiously awaiting his appearance. The production is "The Black Bag," by Louis Joseph Vance, a novel of mystery, romance and adventure written some years ago, and which Universal has had in reserve for some little time.

THE cast supporting Rawlinson is headed by Virginia Valli, who starts in her third Universal engagement, her previous ones having been with Mayo in "Tracked to Earth," and in support of House Peters in the Jewel special, "The Storm."

Stuart Paton, who will direct "The Black Bag," has just completed Frank Mayo's current production. The combination of Rawlinson and Paton has always been a particularly successful one, and a number of first-class productions stand to their joint credit.

Rawlinson's current release is already receiving a tremendous amount of publicity throughout the country and is destined to receive even more. Its new title, "The Man Under Cover," was selected by the convicts of the Arizona State Penitentiary at a unique preview showing, arranged for the benefit of the author, Louis Victor Eytinge. The production was directed by Tod Browning.

"The Rubberneck"

Two-Reel Century Comedy

Starring LEE MORAN

LEE is the rube who arrives in the big town and takes in the sights of the town. His old uncle takes him sightseeing, and Lee's rubberneck serves him well in his endeavor to see the "whole durn town."

They go slumming, and Lee gets into a furious fight with the rough element which frequently the notorious cafe. While they fight each other he looks on, and when it is finished he stands over them. The cafe queen adores him for his seeming courage.

The Rubberneck winds up his fateful trip when he proposes to the cafe queen. She tells him she likes something about him—this being his roll of greenbacks. While they embrace she relieves him of the roll.

"Two of a Kind"

Two-Reel Century Comedy

Starring HARRY SWEET

HARRY'S wealthy father calls in a rough gentleman to chastise his son into marrying the father's choice. So the rough gentleman sees that Harry is made ready for his bath.

While in his bath the plumber and his terribly dumb assistant (this part is also played by Harry Sweet) enter the bath-room, and several minutes later a general mixup takes place. The plumber's helper is taken for the millionaire's son, and vice versa.

After many mistakes in their identities, the plumber's helper is forced to marry the girl, and everything turns out very nicely, for the girl is very happy that she has married a man who can fix her kitchen sink.

Exhibitor Scalded

Adolph Farkas of the Lyric Theatre, Johnstown, Pa., met with a very painful accident last week. While carrying a vessel of boiling water he slipped in some manner and fell, the scalding water running over his chest and right arm burning him terribly. He has been confined to his bed since the accident and it will be some time before he is himself again. Mr. Farkas has the sympathy of Universal.

Increases Program

Dr. Zimmerman, who recently opened the Auditorium Theatre, Holsopple, Pa., has put on another night with Universal service. When the doctor opened up this amusement palace he started with Wednesdays and Saturdays only, the Universal representative induced him to put on a show on Mondays. Now Universal supplies his entire program on Mondays and Wednesdays.

Widow Manages Theatre

Since the sudden death of C. O. Campbell of the Royal Theatre, Conifer, Pa., Mrs. Campbell has been managing the house, and salesmen claim she is doing very nicely and is a very shrewd buyer. Universal wishes her every success.

"With Stanley in Africa"

Episode Nine

"The Menace of the Jungle"

JACK fights off two Arabs who attack him as he is struggling in the water and manages to escape. Nadia floats rapidly down stream towards a pool full of crocodiles. Jack throws off his assailants and swinging from an overhanging limb, manages to save Nadia from the rapidly-nearing doom. Encumbered by Nadia's unconscious form, Jack becomes the easy prey of the hostile Arabs, who declare their intention of taking Jack and Nadia to their Sultana, the mistress of the Walled City.

Jack, Nadia, Hassan and their captors are nearing the Walled City. Jack and Nadia are tied on their horses, but Hassan is compelled to proceed afoot, as additional indignity. Jack, seized with an idea, puts spurs to his horse and gallops to where Hassan is walking, allows Hassan to swing himself up behind him. They dash off, closely pursued by the Arabs, who have left one of their number to guard Nadia. As the Arabs draw up alongside, Jack swings his horse around, blocking the Arabs, and lets Hassan jump off the adjoining cliff to evade his pursuers.

"With Stanley in Africa"

Episode Ten

"The Ordeal"

HASSAN picks himself up and starts off after rolling down the cliff, unnoticed by the Arabs, who believe him to be dead.

Meanwhile Livingstone has become ill. A native chief, realizing the missionary's desperate need, brings him food and fruits. Livingstone's supply of medicines has run low and fever has attacked the emaciated frame of the intrepid traveler.

Stanley pays tribute to a native chief in order to proceed through his country unmolested. Shaw and Stanley are on bad terms, and Farquar, Stanley's other assistant, is ill and unable to proceed.

Meanwhile Jack and Nadia reach the Walled City and are thrown into separate cells. Lake, in the same palace, mistakes the Sultana's handmaiden, Narobi, for her mistress and tries to get into her good graces.

The Sultana takes a fancy to Jack and is irritated by his open affection for Nadia. Lake tries to placate Narobi. Jack is ordered back to his cell, while Nadia is made to choose one of three doors confronting her in an arena. Nadia chooses one door which really leads to freedom, but changes her mind and opens another which releases a savage lion, who tries to force his way through the door. Jack vainly fight his guard in order to aid Nadia.

"A Panicky Pullman"

One-Reel Star Comedy

JACK receives a wire from his fiancee telling him to hurry back, as, without him, the wedding won't be a success. He unwittingly arouses the ire of an old grouch who is going on his fifth honeymoon by assisting his pretty bride open a window. To make matters worse, Jack later wanders into Mrs. Grouch's berth by accident, does several other bonehead stunts, and gets thoroughly in wrong.

Arriving at his fiancee's, Jack is told her uncle is expected as a guest at the wedding. To his horror, the uncle turns out to be the grouch whom he has angered on the train. He squares himself with uncle, however, by making him a present of his flask. After the reconciliation, uncle gives him some good advice and the wedding takes place.

Carl Laemmle Offers Prizes for Best Serial Exploitation

(Continued from page 10)

only the $50 weekly gifts. A total of $1,750 will be distributed each month. It is understood that the same exhibitor can merit more than one gift; in fact, if an exhibitor should send in a new gift-winning exploitation stunt each week during his run of the serial, he might receive a total of $2,250 in cash gifts from Mr. Laemmle as a result of this offer.

The Universal Exploitation Department announces that exploitation ideas obtained from the Press Book for "The Adventures of Robinson Crusoe" will be considered along with those originated by the exhibitors themselves. Those showmen who take an idea from the Press Book and put it over effectively are to get full credit for their efforts.

Universal's exploitation experts assert they strive to supply the exhibitor with simple ideas that can be put over with minimum effort and cost and that the best proof of showmanship is the effective working out of a simple exploitation idea.

**UNIVERSAL
JEWEL
COLLIER'S
SERIES**

Carl
Laemmle
presents

REGINALD DENNY

They'll "get" you
as they "got" us-
and they'll "get"
your audience
as they "got" you.

"The LEATHER PUSHERS"

From the famous series by H. C. WITWER Published in Collier's Weekly
Directed by HARRY POLLARD

"FOOLISH WIVES"

Von Stroheim's

— selection of types for the difficult roles in "FOOLISH WIVES" has been said by leading dramatic critics to be little short of miraculous. Every character in this wonderful story seems alive — an actual being whose emotions you as spectator, share.

Mae Busch, for example

THIS charming girl in the role of Princess Vera Petchnikoff seems to have stepped out of a real existence in some regal palace to portray the exotic characterization demanded of her. Her delightful personality will win and hold your audiences spellbound!

**CARL
LAEMMLE'S
CROWNING
ACHIEVEMENT**

UNIVERSAL
SUPER
JEWEL

The Moving Picture Weekly

VOL.15 NO. 8
APRIL 8, 1922

TOM SANTSCHI

New Universal Star in Two reel Westerns

Will Make Town Talk!

---that makes word of mouth advertising---
that means cash and crowds for you!

Husbands:- Would YOU let your wife make love to another man to further your ambitions?

Wives:- Do YOU consider it right for a married woman to make love to another man for the sake of her husband's ambitions?

Miss du Pont

Presented by Carl Laemmle

The absorbing tale of a beautiful woman who was willing to do anything for her husband and did too much. How in the crisis she turned her biggest weakness into her greatest strength makes a picture you won't forget for many a day–

Supported by Vernon Steele, Landers Stevens, Charles Arling

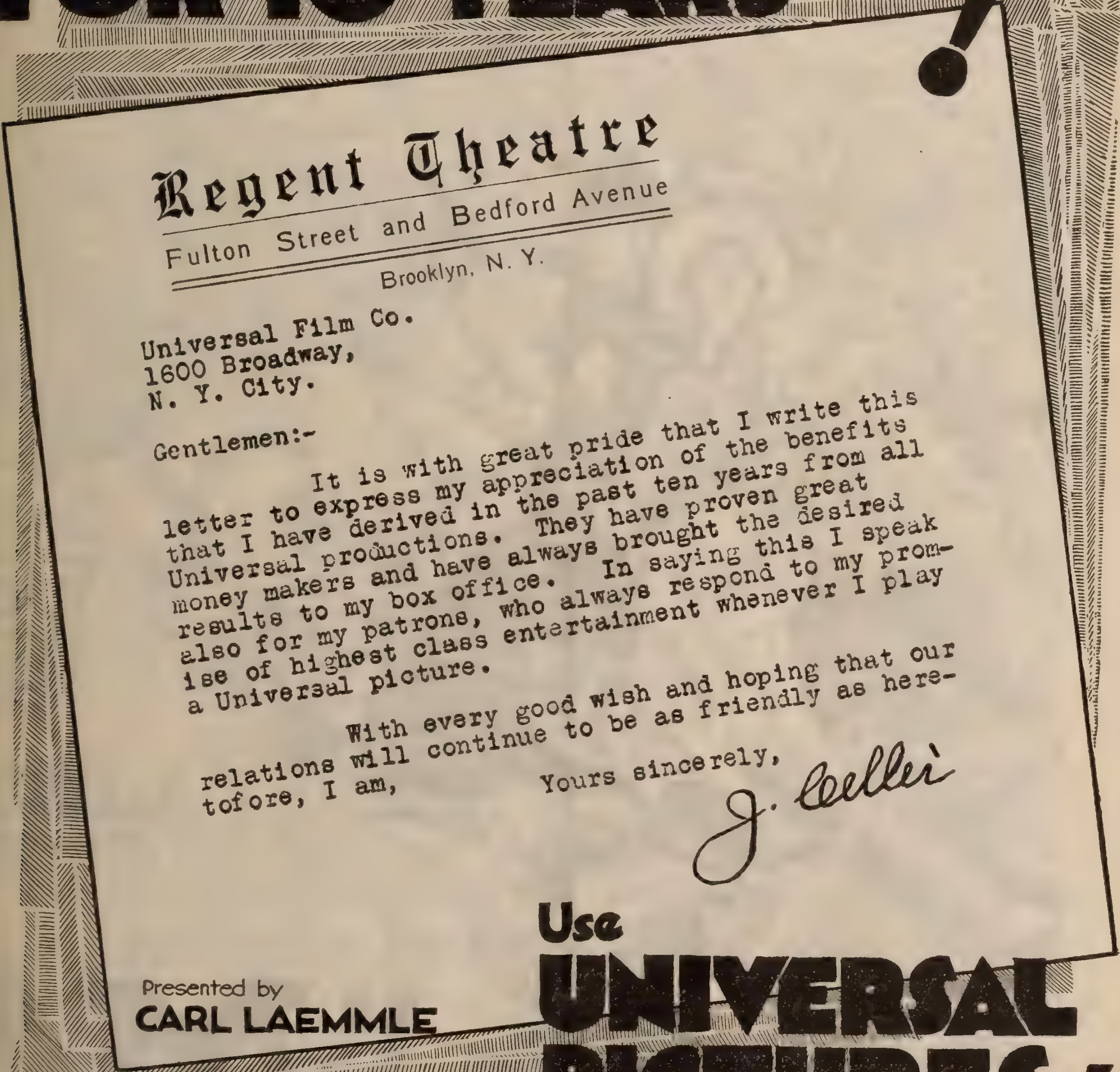
From the novel by Dolf Wyllarde
Directed by PAUL SCARDON

IN **"A WONDERFUL WIFE"**

— A UNIVERSAL PICTURE —

COMING!!

MONEY MAKERS FOR 10 YEARS!



Regent Theatre
Fulton Street and Bedford Avenue
Brooklyn, N. Y.

Universal Film Co.
1600 Broadway,
N. Y. City.

Gentlemen:-

It is with great pride that I write this letter to express my appreciation of the benefits that I have derived in the past ten years from all Universal productions. They have proven great money makers and have always brought the desired results to my box office. In saying this I speak also for my patrons, who always respond to my promise of highest class entertainment whenever I play a Universal picture.

With every good wish and hoping that our relations will continue to be as friendly as heretofore, I am,

Yours sincerely,
J. Celler

Presented by
CARL LAEMMLE

Use
# UNIVERSAL PICTURES
for Box-office Success!

“If You Think Yo

APRIL AND MAY

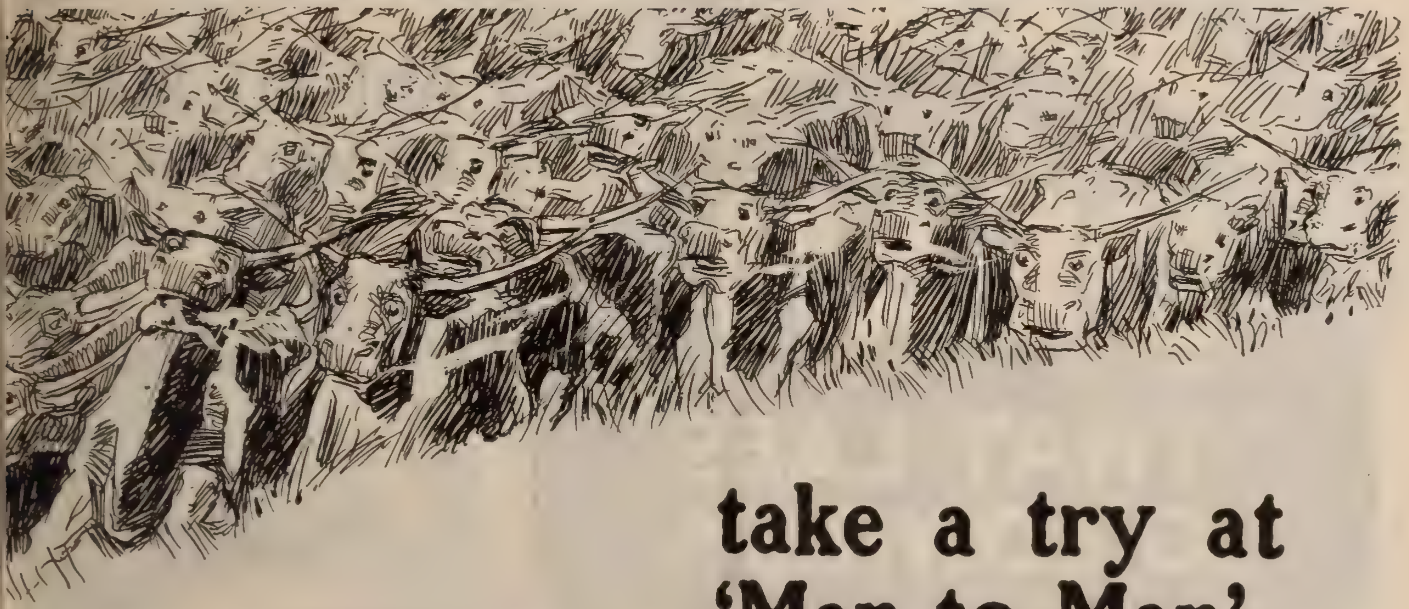
Exhibitors-Universal Employees Months

CARL LAEMMLE
presents

"MA

from the nove

u Are Thrillproof-



take a try at
'Man to Man'-
Here is a thrill scene that
is a thrill!"

Don Allen in the "N. Y. World"

HARRY CAREY

in an astounding super-western
featuring a stupendous stampede

N to MAN"

y Jackson Gregory ··· directed by Stuart Paton
Universal Jewel.

THE WORLD'S

AND ALL BUILT
TO MAKE MONEY
FOR
YOU !

PRISCILLA
DEAN
IN
"THAT LASS O'LOWRIE'S"

DIRECTED BY HOBART HENLEY
FROM THE FAMOUS STORY BY
FRANCES HODGSON BURNETT
CAST INCLUDES ROBERT ELLIS,
WALLACE BEERY, BEATRICE
BURNHAM AND FRANKIE LEE

HOUSE
PETERS
AND AN ALL STAR CAST IN
"HUMAN HEARTS"

HAL REID'S FAMOUS STAGE PLAY
MADE INTO A SUPERB DRAMA OF
TEARS AND SUNSHINE BY KING BAGGOT
with EDITH HALLOR, RUSSELL SIMPSON,
GEORGE HACKATHORNE, MARY PHILBIN,
GERTRUDE CLAIRE AND OTHERS IN
CAST

PRESENTED
BY
CARL
LAEMMLE

BEST—

PRISCILLA

DEAN

IN

"UNDER TWO FLAGS"

DIRECTED BY TOD BROWNING FROM THE WORLD FAMOUS NOVEL BY OUIDA. WITH A WONDERFUL SUPPORTING CAST HEADED BY JAMES KIRKWOOD

HOUSE

PETERS

AND AN ALL STAR CAST IN

"THE STORM"

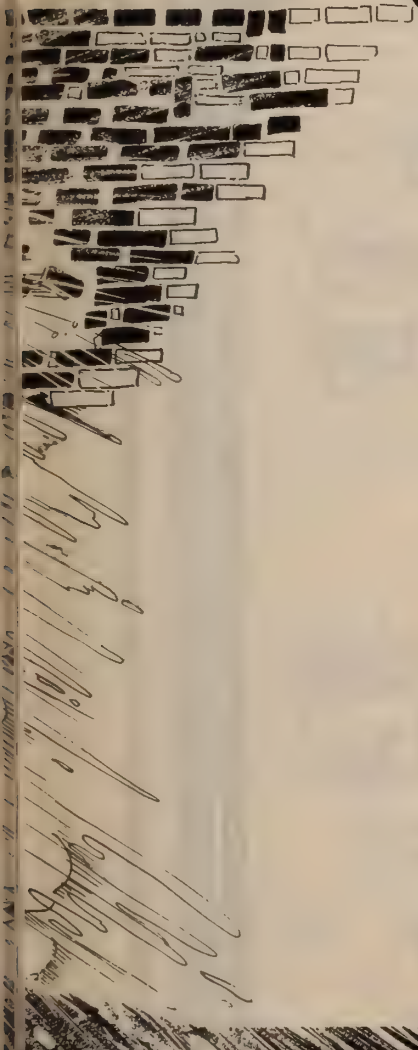
FROM GEORGE BROADHURST'S PRODUCTION OF LANGDON McCORMICK'S BROADWAY SENSATION. CAST INCLUDES MATT MOORE, VIRGINIA VALLI AND JOSEF SWICKARD. DIRECTED BY REGINALD BARKER

WATCH FOR THESE COMING

UNIVERSAL-JEWEL PRODUCTIONS

"Terrific Sma
APRIL AND MAY
Exhibitors-Universal Employees Months
Carl Laemmle presents
PRISCILLA
DEAN
UNIVERSAL-JEWEL

shing Punch!"



Says The Los Angeles Times

"Here's a picture for you!"

---The Toledo Times

"One crashing situation after another!"

---Milwaukee Journal

"How Priscilla dared to do it is a wonder."

---Milwaukee Sentinel

"Suspense is terrific!"

---N. Y. Morning Telegraph

"A super-thriller!"

---N. Y. Eve. Journal

"One of the best and most sensational pictures that has come our way in a long time!"

---The Toledo Blade

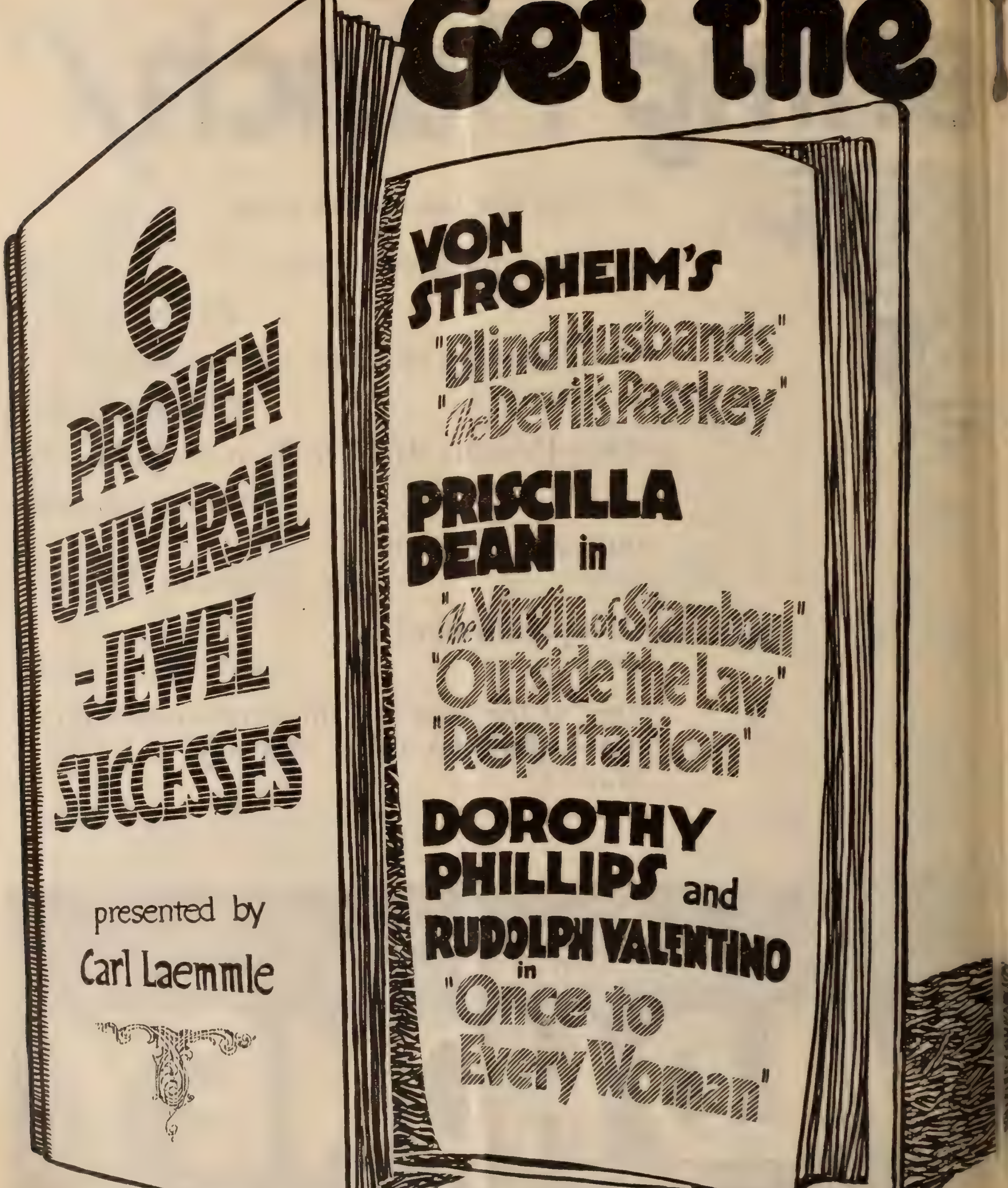
In her crowning success – a stupendous picturization of

"WILD HONEY"

FROM THE FAMOUS NOVEL BY CYNTHIA STOCKLEY

DIRECTED BY WESLEY RUGGELS

Get the


6
PROVEN
UNIVERSAL
-JEWEL
SUCCESSES
presented by
Carl Laemmle
VON STROHEIM'S
"Blind Husbands"
"The Devil's Passkey"
PRISCILLA DEAN in
"The Virgin of Stamboul"
"Outside the Law"
"Reputation"
DOROTHY PHILLIPS and
RUDOLPH VALENTINO
in
"Once to Every Woman"

Inside Story!

THE phenomenal success of these six great Jewels is an open book to exhibitors who have played them. If you haven't shown them they are as good as new to your house and your patrons. Right now when you need big strong box-office attractions—pictures of proven drawing power—you should come in and take advantage of the offer that the Universal Employees have for you during the months of April and May.

EACH picture features a STAR of real box-office VALUE. Rout depression and bring back the long waiting line in front of your house. All the quality—direction, setting, stories, stars, photography, in these pictures when first released, is still there. Get in touch with your UNIVERSAL EXCHANGE and arrange for your showing. IT'S A SURE CLEAN-UP!!

JEWELS MEAN PROFITS to the live exhibitor.

"'Reputation' went over big. It's one of the few BIG pictures made last year. If YOU haven't played it I'll be glad to tell you how to make yourself some money on a 'Reputation Week.'" — Fred S. Meyer, Palace Theatre, Hamilton, Ohio.

"I ran the 'Virgin of Stamboul' again just to get a second look at it and THE WHOLE TOWN TURNED OUT for the same reason. It's a puller! And some show!" — S. V. Wallace, Idle Hour Theatre, Cambridge Springs, Pa.

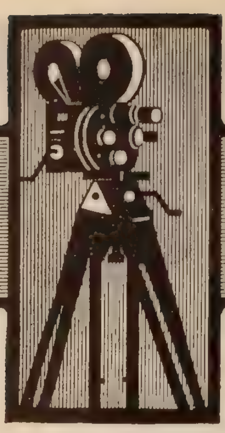
"'Once to Every Woman' established a reputation for my house which will long be remembered in Winnipeg. We opened to capacity and the balance of the run we were unable to handle the crowds." — Walter P. Wilson, Garrick Theatres, Ltd., Winnipeg."

"'Blind Husbands' has a lesson that will never be forgotten. It is the biggest drawing card played so far. Book this picture everywhere." — E. P. Ilgenfritz, Lyric Theatre, Mineral Springs, Ark."

APRIL
AND
MAY
Exhibitors-Universal Employees Months

RIGHT NOW

Get in touch with the nearest UNIVERSAL EXCHANGE



THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOVING PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUBLISHING CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor

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Vol. 15 APRIL 8, 1922 No. 8

Universal Moviegrams

APPARENTLY the Universal is tired of Miss du Pont's exploits as a "Foolish Wife." They have called her most recent starring picture "A Wonderful Wife." Such is the influence of reform in the movies.

* * *

HARRY A. POLLARD, whose re-entry into pictures after several years was signallized by the wonderful "Leather Pushers" series, has gone to Universal City to direct Hoot Gibson in a five-reel attraction.

* * *

STUART HOLMES has been nominated official villain in suport of Priscilla Dean in "Under Two Flags," a forthcoming Jewel production.

* * *

IN spite of her recent successes, Gladys Walton looks back with a great deal of gratitude and pleasure to the director who first brought out her remarkable talent. She takes pleasure in announcing to the world that this director, Harry Harris, will handle the megaphone for her next picture, "The Trouper."

* * *

SPOTTISWOODE AIKEN has been added to the cast of "The Adventures of Robinson Crusoe," Universal serial in which Harry Myers plays the main part.

* * *

GEORGE RANDOLPH CHESTER, well-known author, and more recently scenario writer of note, has been added to the Scenario Staff at Universal City.

* * *

A secret revealed: Art Acord prepares for his lurid movie fights by eating strong cheese and drinking strong coffee.

IT is Hoot Gibson's ambition to play villains. Can you imagine that, with Hoot's ingenuous face? Iago is his ideal!

* * *

THE last big contribution which John Fleming Wilson made to the screen before his untimely death was "The Way Back," Frank Mayo's latest five-reel feature. It was published in *Cosmopolitan Magazine*. Universal is thinking of changing the title.

* * *

WHAT do you think? Gladys Walton, the well-known flapper, has an ambition. She wants to play mother rôles in the movies!

* * *

CAN you imagine Robinson Crusoe without a beard? Harry Myers can, anyway, because he made the much abused Defoe hero find a looking-glass and a razor in the shipwreck. What is there about that elite hirsute adornment that Harry likes so much?

* * *

ADVICE to swains: If it is your ambition to make the dainty Marie Prevost happy, you don't need longer to cudgel your brains as to what she would like best to eat. She says she is perfectly happy with a hot dog. It is probable that she became acquainted with this delicious fruit in her well-known pursuit of bathing.

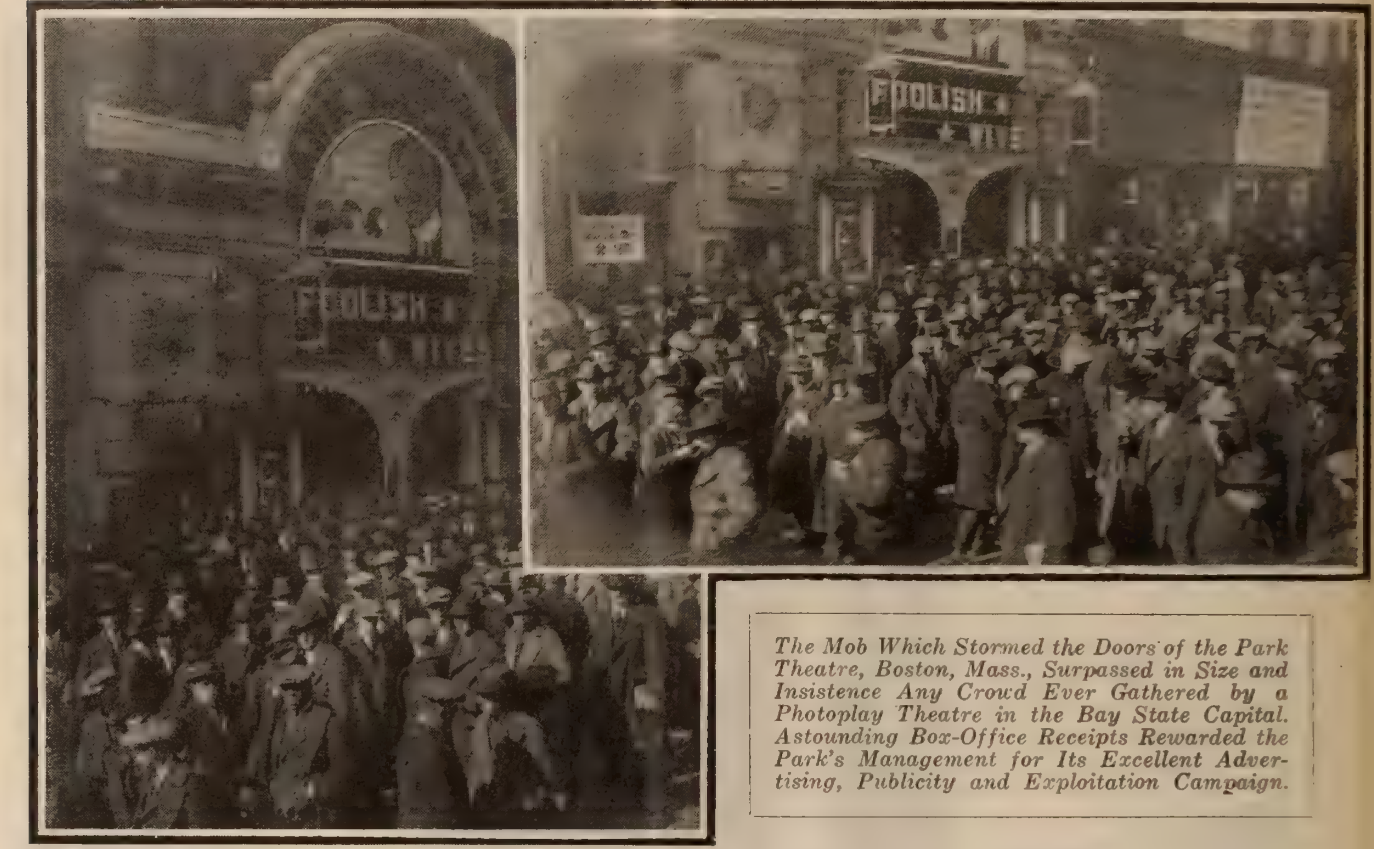
* * *

FRANK MAYO came back from the sleet and snow of New York City, happy in the thought of Universal City's ideal climate. The first shot out of the box he was packed off to Truckee's icy temperature for his next picture, "Out of the Silent North." Brr-r-rr!

Johnstown Contest Winners Reach Universal City

L. W. Barclay, Managing Director of the Grand Amusement Co., Johnstown, Pa., Recently Arranged a Record-Breaking Popularity Contest in His City. The Winner Polled No Less Than Ninety-five Thousand Votes. The Three Highest Contestants Received a Free Trip to Universal City. They Are Shown Above on Their Trans-Continental Trip. Above: Two of the Prize Winners Get a Camera Test Under Hobart Henley's Direction; Priscilla Dean Welcomes the Lucky Trio to Her Beautiful Universal City Bungalow; the Three Prize Winners Leaving the Edgewater Beach Hotel, Chicago; Claire Ringler, Mary Jane Sanderson and Helen Sills, Johnstown's Most Popular Girls at Universal's Kansas City Exchange.

"FOOLISH WIVES"



The Mob Which Stormed the Doors of the Park Theatre, Boston, Mass., Surpassed in Size and Insistence Any Crowd Ever Gathered by a Photoplay Theatre in the Bay State Capital. Astounding Box-Office Receipts Rewarded the Park's Management for Its Excellent Advertising, Publicity and Exploitation Campaign.

Miss du Pont Bears Message to California

Mayor of Boston Commissions "Foolish Wives" Star as His Messenger to the Mayor of Los Angeles

AN unusual honor has been conferred on Miss duPont incident to her personal appearance visit in Boston. "Foolish Wives," playing at the Park Theatre, now in its fourth week, broke all box-office records, according to Harry Ascher, president of the American Feature Film Company, which is booking the picture through New England. As an added attraction, Mr. Ascher secured Miss duPont to make personal appearances at the Park Theatre.

OF course, she was an object of a great deal of interest in Boston. Under the escort of Leon J. Rubinstein, whose proclivities in this direction have been well known for many years, Miss duPont attracted almost as much attention as a presidential candidate. Being a native of California, she was selected by the Boston Commercial and Industrial Bureau as the bearer of an official message from the City of Boston and Commonwealth of Massachusetts to the Mayor of the City of Los Angeles. The letter had to do with the endeavor to create more direct trade between the two coasts. The letter is as follows:

"The Honorable George E. Cryer,
"Mayor of the City of Los Angeles, California.
"Your Honor:

'There is now en route from Boston to San Pedro, the port of Los Angeles, via the Steamship Neponset, one thousand pounds of the finest fish caught in our Eastern waters—haddock—which is consigned to you for such distribution and use as in your judgment may seem best. You have already been apprised by wire of this gift and consignment to you by His Honor, the Mayor of Boston, as well as of the sailing of the Neponset from Boston, which is due in Los Angeles on or about April 5th, 1922.

"THIS consignment is forwarded to you as the beginning of an exchange of commodities, which it is hoped in the coming days will develop into a business mutually profitable to both our communities, and as an evidence of the good will the ancient City of Boston and the historic Commonwealth of Massachusetts bear to your wonderful city and the beautiful State of California, with whose growth and development so many of the sons of the Bay State have been concerned. The Neponset is the

A RIOT IN BOSTON!

argonaut of a new and more glorious commercial day made possible by the Panama Canal, which we trust will bring your West and our East into more intimate and profitable relations.

"IN the absence of Mayor Curley in Washington and as supplementing the formal confirmation of the telegraph message, the Boston Commercial and Industrial Bureau, a municipal activity established by the Mayor of Boston, desirous of placing this transaction on a less formal and more personal footing, has refrained from forwarding this letter through the regular and official Federal channels, and has commissioned one of the charming daughters of Los Angeles, Miss duPont, to deliver it to you with her own hands. This charming young lady bears to you our very best wishes and expressions of good will.

"OPPORTUNITY knocks but seldom on official doors, and now Opportunity enables us to get in personal touch with you through the medium of as fair a Mercury as ever any officialdom has known to carry a message of greeting and good-will from the gateway of New England and the Sunrise to the Gateway of the Pacific and the Sunset.

"With the assurance of our high regard, we have the honor to subscribe ourselves,

"Very truly yours,
"JOSEPH SMITH,
"WILLIAM H. McMASTERS,
"Secretaries and Executives of the Boston Commercial and Industrial Bureau."

Miss duPont and Her Mysterious Body Guard in Boston.

MISS DU PONT'S activities in Boston included appearing at the Loew opening, going on a spectacular shopping tour with the Hindu on the job, talking to one hundred thousand listeners over the Radiotelephone from the Medford Hills Broadcasting Station here, paying her respects to the wounded soldiers at the Parker Hill Hospital, upsetting the city machinery at the City Hall for one afternoon, and going to Police Headquarters, where her finger-prints were taken but not recorded, which excludes her from the criminal class.

The manager of the Park Theatre, describing Miss du Pont's activities, writes:

"In the first place we played against odds because the opening of the new Loew house, the State, brought a bunch of stars here, including Theda Bara, Virginia Pearson, Conway Tearle, Viola Dana, and others, but I managed to keep Miss duPont separate from the herd with excellent results. Under separate cover I am sending you a photograph of her with the Hindu who acted as a footman and mysterious bodyguard. It went great, said Hindu having had a few days rehearsal in silence, and was so expert that he wouldn't even talk to me.

"On the Loew party, which lasted two days, Marcus Loew himself is the only one who received a key to the city. Miss du Pont, however, received a key all by herself, and in addition to that I have the following to impart to you:

"I linked her up with the mayor's slogan of 'Ship Through Boston.' A shipment of fish left Boston recently with lots of publicity to go to the Pacific coast. She made a little speech here, so that she receives a special commission from the City of Boston to take its greetings to the Mayor of Los Angeles and carry the slogan to him."

James Kirkwood Opposite Priscilla Dean

JAMES KIRKWOOD, long noted as a leading man of the highest ability, has been engaged by Universal to support Priscilla Dean in her forthcoming Universal-Jewel production, "Under Two Flags," adapted from Ouida's world-famous novel.

Kirkwood will bear the male stellar honors in the picture, playing the principal rôle opposite Miss Dean—that of Victor, the soldier of mystery and romance, whose indifference to the fiery outbursts of the temperamental heroine in the novel gives opportunity for many of the strong climaxes of the story. The rôle of Victor is said said to be especially suitable for Kirkwood.

Miss Dean, who will play the exotic rôle of "Cigarette," will have practically an all-star cast in her support, judging from the list of names already announced. Although the cast has not been completed, the following players have been engaged to play important rôles: Stuart Holmes, John Davidson and W. H. Bainbridge.

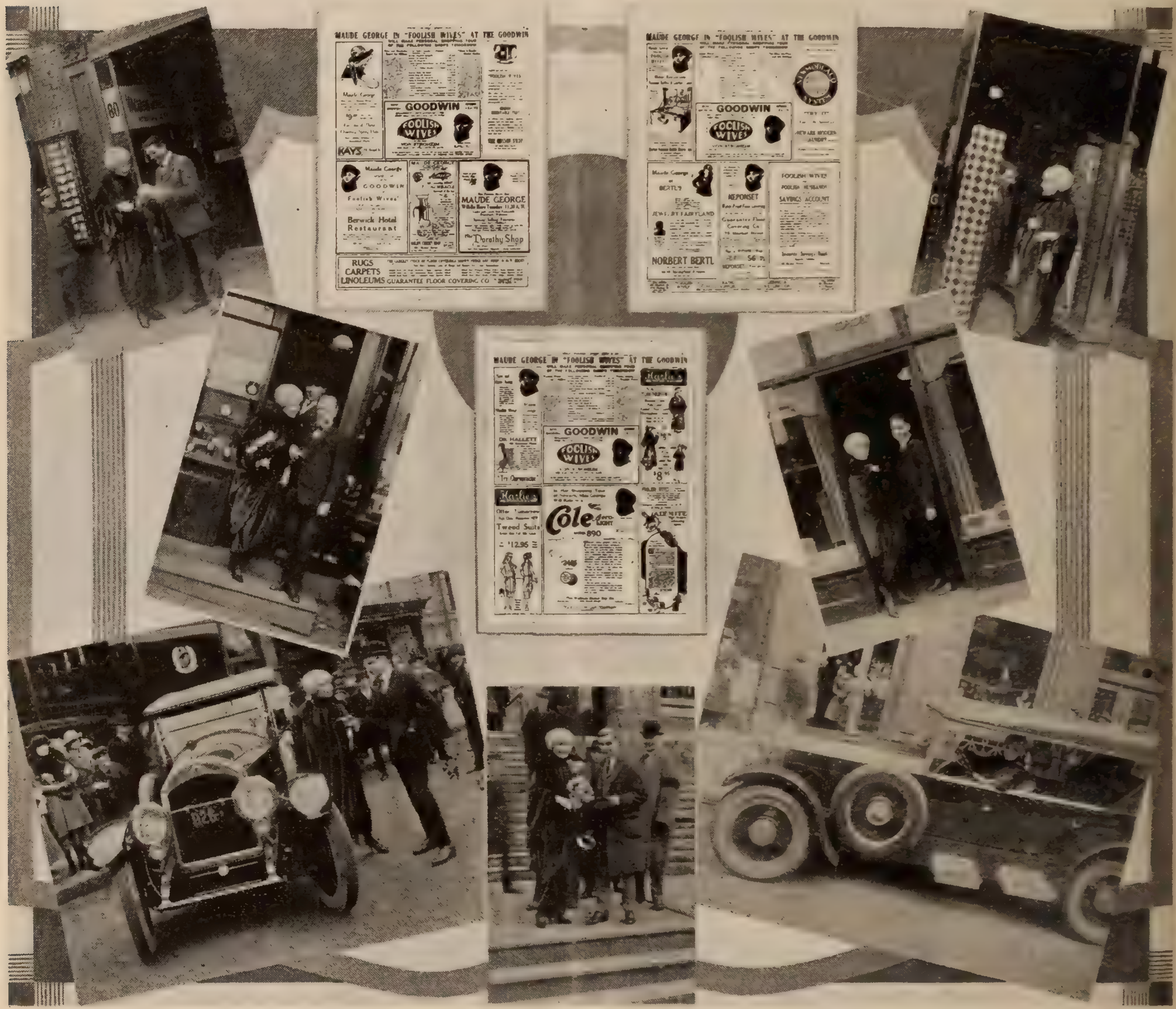
Holmes is well known as a screen villain. His last important work with Universal was as the heavy in "No Woman Knows," Tod Browning's picturization of the Edna Ferber novel, "Fanny Herself." John Davidson also played a strong rôle in that picture. In "Under Two Flags" he will portray the rôle of Ben Ali Hammon, a powerful sheik. The cast will include six or eight more important players, who will be engaged as Tod Browning, the director, can choose his characters.

Davidson is one of the best actors on the screen. He recently won much praise for his work in "Man, Woman and Marriage," "The Branding Iron" and "Bob Hampton of Placer."

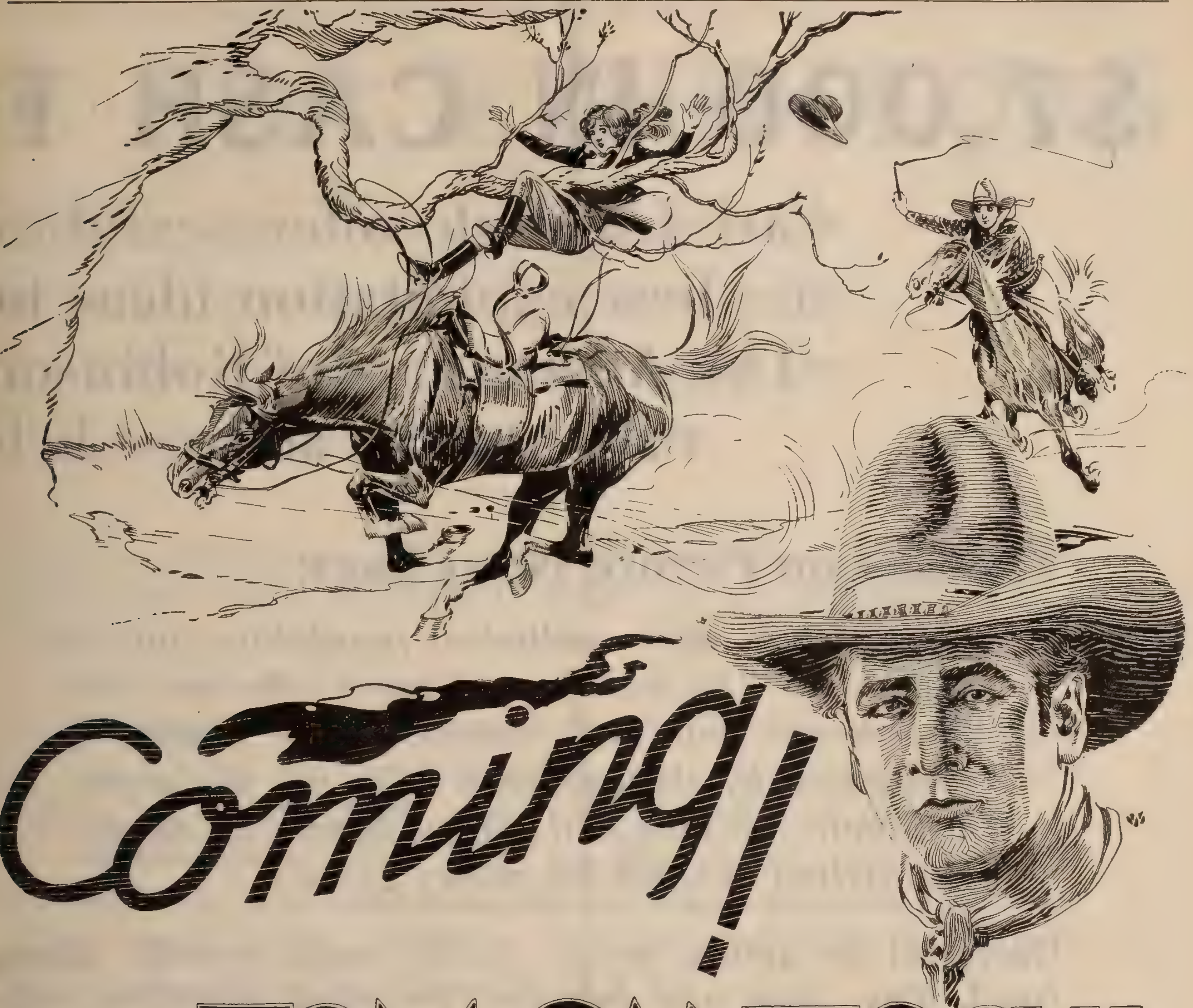
It is expected that "Under Two Flags" will be put into production next week. Browning, who has directed Miss Dean in several of her greatest successes, notably "The Virgin of Stamboul" and "Outside the Law," says her rôle as "Cigarette" should be her greatest screen achievement. The characteristics of the temperamental Ouida heroine are peculiarly fitted to Miss Dean's impulsive style of acting, her dynamic temperament and particular style of beauty.

APRIL AND MAY Exhibitors-Universal Employees Months

Maude George Shows Newark's Foolish Wives Where to Shop



Not Content with Sewing Up a Double Truck in the Brooklyn Eagle for Miss duPont's Personal Appearance, Marc Lachmann Landed Three Full Pages the Next Day in the Newark Star-Eagle for Maude George in Conjunction with Her Personal Appearance at the Goodwin Theatre's Showing of "Foolish Wives." Top Row: Mr. Bray, Owner of the United Vacuum Bottle Co., Presents Miss George with One of His Product; Double Truck in Newark Star-Eagle Featuring Maude George's Shopping Tour; The Manager of the Guarantee Floor Covering Submits Some Linoleum for Miss George's Universal City Bungalow; Mr. Bertl, One of the Oldest Jewelers in the Country, Who Presented Miss George with Her Birthstone and a Good Luck Ring; Third Page in the Special Maude George Section of the Newark Star-Eagle; Miss George Goes to the Edison Shop Where She Is Guest of Honor at a Special Concert; Ray Brundage, of the Wallace Motor Car Co., Donates a Special Cole-Aero-8 for Miss George's Shopping Tour; Mayor Breidenback of Newark Presents the Key of the City to Miss George on the City Hall Steps; Miss George in Front of the Office of the Newark Star-Eagle.



TOM SANTSCHI

In a Series of eight 2-Reel Western Features

APRIL
AND
MAY
Exhibitors-Universal Employees Months

ADD ANOTHER name to the list of box-office-proven stars Universal offers exhibitors in its two-reeler series! Watch for release dates, and book this popular star in the best short pictures he ever made!

UNIVERSAL SHORT FEATURES

$7,000 IN CASH F

Carl Laemmle offers exhibitor
the best exploitation ideas for
"The Adventures of Robinson
name to the address belo

The Motion Picture News Says:

> *"The picture offers unlimited possibilities for exploitation. The widely read novel -- the star -- the educational and story values -- these should be capitalized by the exhibitor. Get out the paper, distribute the bills and hire a band -- the chance has arrived to crash the money gates!"*

Universal is giving away $1,750 each month during April, May, June and July for the most effective, original and adaptable ideas for the proper exploitation of "THE ADVENTURES OF ROBINSON CRUSOE." Full details appeared in the green folder in the issue of The Moving Picture Weekly dated April 1st. If you didn't receive your copy of that issue, see your Universal Exchange for an extra copy. Meanwhile, here in brief is the plan:

Carl Laemmle is offering sixteen $50 prizes each month---four a week---during April, May, June and

Contest Manager, Serial Dept., Univers

EE FOR EXHIBITORS

$7,000 free in 76 cash prizes for niversal's greatest chapter-play usoe." So get busy--send in your und shoot along your ideas

July to exhibitors who send in the best exploitation ideas for "THE ADVENTURES OF ROBINSON CRUSOE."

The Sixteen prize winners each month are eligible to the three major prizes for that same month, consisting of $450, $300 and $200. Three of the sixteen, in other words, who win weekly prizes have the additional chance of winning a total of $500, $350 or $250, respectively, for the first, second and third best ideas submitted that month.

Universal will give a total of 76 cash prizes during the four months, aggregating $7,000. YOU can get in on this money by sending your name in to-day.

Don't delay---don't hesitate---act to-day! Send in your name, even if you do not play this marvelous chapter-play until July. Read The Moving Picture Weekly. If you don't get it now, make your exchange-man get it for you. ACT AT ONCE!

Film Mfg. Co., 1600 B'way N. Y. C.

New Release Policy for Universal Serials

First Run Houses to Present "Robinson Crusoe" As 5 Reel Feature Followed by 2 Reel Episodes. Entire Serial in 24 Reels.

UNIVERSAL announces a new innovation in the presentation of serial pictures. Mr. Carl Laemmle, president of that film corporation, whose farsightedness in the instigation of a serial policy combining education and entertainment, has created an upheaval in the moving picture serial world, now plans another forward step in the process of elevating the chapter-picture to a position of screen prominence.

ARRANGEMENTS are being perfected so that, instead of showing "The Adventures of Robinson Crusoe," Universal's latest historical-educational serial, in two-reel episodes, week by week, many theatres will be able to start the serial off by showing the first three chapters at once.

This move by Universal is in response to a desire on the part of many high-class theatres which want to run the Crusoe serial, but are hesitant about introducing serials into their programs.

"THE ADVENTURES OF ROBINSON CRUSOE" also will present a further serial novelty. It will be limited to twelve episodes, or a total of 24 reels instead of the usual 36 reels of serial plot. The decision to keep the Crusoe serial to 12 chapters is due to two conditions.

The first hinges upon the story itself. In the preparation of the Defoe classic for the screen, the production experts at Universal City announced that the story would not admit of 36-reel treatment. Even with certain additions to the plot, enlarged from actual incidents in the book, and approved by the school authorities in New York City, it was found that it would not run more than 24 reels without padding. Twelve chapters therefore was set as the limit.

THIS shortening of the serial length also was brought about by the attitude of certain first-run theatre owners who do not think their patrons want an 18 weeks' continuous story, but who, nevertheless, are eager to present the Crusoe chapter-play on their screens.

Mr. Laemmle conferred with many prominent exhibitors on these matters before actually giving the word to mould the Universal policy again. In six months he already had turned Universals' serial policy upside down—changing the serial output from the old style of serial, to a new "thrills-from-history" brand of screen entertainment that has won the warmest praise of censors, educators and parents, instead of their bitter criticism, as formerly.

IT is pointed out that the shortening of the serial and its initial presentation by a group of three or more episodes, bring about a long sought reaction towards chaptered pictures on the part of first-class theatres. The first several episodes of a serial, when presented together, with certain repeated episode endings and subtitles eliminated, will about equal a five-reel feature in length. This will enable the theatre manager to feature the showing in a big way and entirely get away from the stigma, which in the minds of certain photoplay fans attaches to the idea of a running picture.

Then instead of the picture dragging on through the seventeen more weeks, it will run only eight weeks, in subsequent weekly installments of two reels each. The serial was scheduled for release on Monday, March 27.

APRIL AND MAY Exhibitors-Universal Employees Months

WITH its "thrills-from history" serials, Universal has achieved the great goal of serial producers—the first run house. The first new style serial, "Winners of the West," based on Capt. Fremont's Expedition in 1849 and the gold rush to California, and featuring actual historical figures, broke into the houses that never before had touched a serial. That it made good is attested by the exhibitor reports.

The second historical-education serial, "With Stanley in Africa," based on Henry M. Stanley's expedition into the heart of Africa in 1871, also was successful in pioneering the way to the screens of additional "non-serial" houses. "The Adventures of Robinson Crusoe," if advance bookings can be used as a guide, will far out-distance the first mentioned chapter-plays in winning its way to new screens. It is expected to go far to back up Carl Laemmle's statement that "there is a place in the program of the best motion picture theatre for a good continued picture, just as there is a place in the best magazines for a continued story."

AS an evidence of the awakening realization to the value of a high-class serial, properly presented, Universal says that exhibitors all over the country are reporting much advance interest in the forthcoming "Crusoe" serial on the part of their patrons. Universal's "thrills-from-history" serials have received an astonishing amount of publicity in the press, and there is hardly a reader of the photoplay sections who does not know of the approaching release of the screen version of "Robinson Crusoe."

Among the latest first-run theatres to book "Crusoe" are the Doric in Kansas City, the Strand in Madison, Wis., and the Whitehouse in Milwaukee. The first two have never before shown serials. The Whitehouse has not used serial product for a long time. These three Middle West theatres are said to be representative of higher class houses throughout the entire country in their changed attitude towards serials. This change is said to be due solely to the quality of the "continued features" being made by Universal.

"THE ADVENTURES OF ROBINSON CRUSOE" is taking the attention of the combined scenario and property forces at Universal City. Mr. Laemmle's dictum has gone out that not so much as a pistol or a shoe-buckle should be out of era in the costuming and setting of the celebrated seventeenth century story. Robinson Crusoe has been reproduced to the life, and it is Robinson Crusoe exactly as Defoe described him. Harry Myers, noted as the "Connecticut Yankee" in the picturization of Mark Twain's famous travesty, plays the rôle of Crusoe. He is said to be admirably suited to the rôle, imparting to it a human touch that will make the boyhood hero all the more appealing to youngsters of this day and age.

The few additions by Universal to the story as written by Defoe, are said to be based on situations mentioned in the book but which Defoe never took the trouble to develop. Universal has done this. Principal among these incidents is an elaboration of the activities of the seventeen Spaniards Crusoe learned were marooned nearby his island. The Universal scenario department announces that it has worked these cast-aways into the story with fidelity and excellent effect. These incorporations received the approval of Board of Education, N. Y. C.

"I Knocked 'em all cold!"

G. E. Sheils
Wyoming Theatre
Mullens, W. Va.

"I KNOCKED 'em all cold with 'The Fox.' Bigger business than I did with 'The Sheik,' and under adverse weather conditions. About seven-thirty I was pretty nervous, but they started to turn out like a circus and in an hour I had a record house."

Carl Laemmle
presents

HARRY CAREY

IN

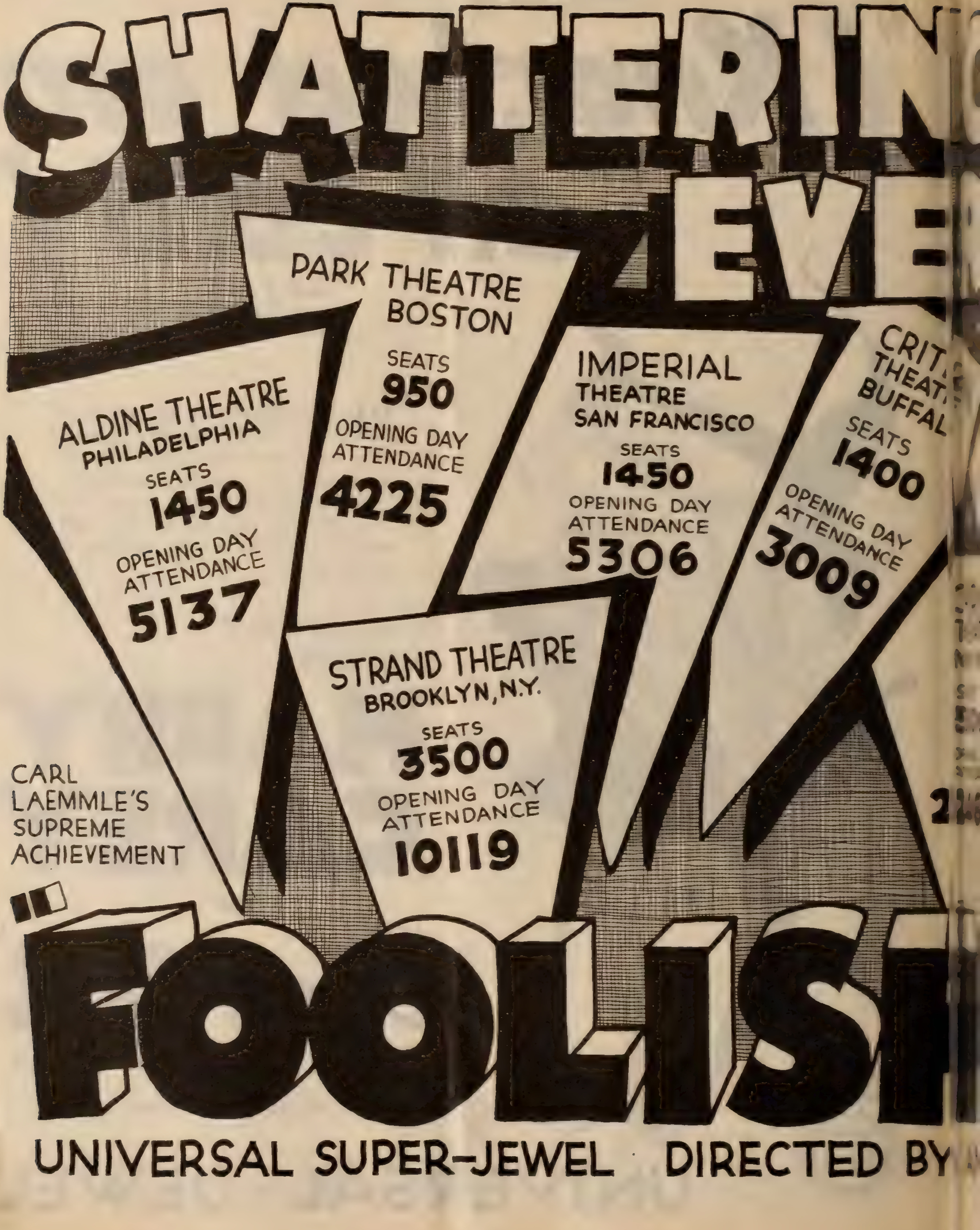
"The FOX"

The First Super Western ever made

Directed by
ROBERT THORNBY

APRIL
AND
MAY
Exhibitors-Universal Employees Months

UNIVERSAL - JEWEL



SHATTERIN

EVE

PARK THEATRE
BOSTON
SEATS
950
OPENING DAY
ATTENDANCE
4225

ALDINE THEATRE
PHILADELPHIA
SEATS
1450
OPENING DAY
ATTENDANCE
5137

IMPERIAL
THEATRE
SAN FRANCISCO
SEATS
1450
OPENING DAY
ATTENDANCE
5306

CRIT
THEAT
BUFFAL
SEATS
1400
OPENING DAY
ATTENDANCE
3009

STRAND THEATRE
BROOKLYN, N.Y.
SEATS
3500
OPENING DAY
ATTENDANCE
10119

CARL
LAEMMLE'S
SUPREME
ACHIEVEMENT

"FOOLIS

UNIVERSAL SUPER-JEWEL · DIRECTED BY

G RECORDS
RYWHERE!

'N

MISSION
THEATRE
LOS ANGELES
SEATS
872
OPENING DAY
ATTENDANCE
3227

CRITERION
THEATRE
OKLAHOMA CITY
SEATS
1900
OPENING DAY
ATTENDANCE
3920

BUTTERFLY THEATRE
MILWAUKEE
SEATS
1170
OPENING DAY
ATTENDANCE
4016

APITOL
IEATRE
W YORK
ATS
500
NING DAY
TENDANCE
2466

ROOSEVELT
THEATRE
CHICAGO
SEATS
1680
OPENING DAY
ATTENDANCE
6375

WIVES"

AND FEATURING VON STROHEIM

FIRST RUN BOOKINGS COMING WITH A RUSH!

SALT LAKE CITY
KINEMA THEATRE

CINCINNATI
CAPITOL THEATRE

AKRON
ORPHEUM THEATRE

S. A. LYNCH
ENTIRE CIRCUIT

SEATTLE
COLUMBIA THEATRE

PORTLAND
PANTAGES THEATRE

FINKLESTEIN AND RUBIN
ENTIRE CIRCUIT

SAN FRANCISCO
PORTOLA THEATRE

KANSAS CITY, MO.
LIBERTY THEATRE

LUBLINER AND TRINZ
ENTIRE CIRCUIT

ASCHER BROS.
ENTIRE CIRCUIT

PITTSBURG
HARRIS THEATRE

APRIL AND MAY
Exhibitors-Universal Employees Months

CARL LAEMMLE OFFERS

REGINALD DENNY

IN

"The LEATHER PUSHERS"

FROM THE FAMOUS COLLIER'S WEEKLY STORIES BY H. C. WITWER

UNIVERSAL JEWEL—COLLIER'S SERIES DIRECTED BY HARRY POLLARD

UNIVERSAL ASTONISHED BY BOOKINGS ON SUPER-JEWEL

Huge Box Office Successes Causing Rush of Exhibitors to Book "Foolish Wives", Carl Laemmle's Million Dollar Picture

UNIVERSAL officials are amazed at the success of "Foolish Wives," the million dollar Erich von Stroheim Super-Jewel. It is by far the most-sought-for film ever made by Universal. Reports from Universal exchanges all over the country indicate a veritable stampede upon the part of far-sighted exhibitors to get bookings.

The Big "U" Exchange, which is the Universal branch in the New York district, already has booked more than seventy-five theatres for week runs or longer. Other exchanges, many of them representing districts where the picture has not even had its key run, are doing unprecedented advance business with the million dollar picture.

The total volume of business being done with "Foolish Wives" is an indication it will prove the ace of screen entertainment for many months and that it will obtain representation in practically every community in the United States. Mr. Carl Laemmle, president of Universal, seems to be borne out in his prediction that "Foolish Wives" would be one of the biggest box-office attractions ever made. There is little doubt, in view of the wild-fire success of the picture among exhibitors, that Universal will profit well by the film, despite its great cost.

THE success obtained during the initial run of "Foolish Wives" at the Central Theatre, New York, and its run later at the Capitol, where it smashed the world's record on its opening day, is being echoed in every house where it has played to date.

Following its Capitol Theatre run, the picture was shown with equal success in the Strand Theatre, Brooklyn, and the Broadway Theatre, New York. The Goodwin Theatre, Newark, started an indefinite run with huge crowds.

Reports from outside of New York were just as thorough testimonials to the bigness of the picture and its drawing power. The Imperial Theatre, San Francisco, played to almost four times the capacity of the house on the opening day. The crowds waiting to enter the theatre became unmanageable.

AT the Aldine Theatre, Philadelphia, it was admitted that "Foolish Wives" turned away more money than it was possible to take in during the opening week, and that the run was proving the most remarkable one ever experienced in that city. The police and the fire marshal officially closed the box office shortly after eight o'clock on the opening night.

Moving picture theatre records also were smashed by "Foolish Wives" in Chicago. Nathan Asher, reporting the success of the picture at the Roosevelt Theatre, said State Street had never seen anything like it before.

Universal officials are keenly gratified by the unusual demand for the picture on the part of exhibitors and exultantly point out that it is proof positive that the average moving picture exhibitor appreciates fair play.

Mr. Laemmle, it is recalled, announced many months ago that "Foolish Wives" would not be withheld for long from a regular release. He stated that after a brief exploitation run in the key cities, it would be placed immediately at the disposal of the exhibitor, so that the exhibitor could cash in with it. This promise has been fulfilled to the letter. Thus, only about two months after its initial showing a number of exhibitors already have played it with big return in the New York territory, and a large percentage of others have booked it for early showing. The same is true in other territories.

APRIL AND MAY
Exhibitors-Universal Employees Months

An indication of the success being had with "Foolish Wives" by those theatres which have played it, may be seen from the box-office reports of the various opening days. The Capitol Theatre, New York, with a capacity of 5,300, played to 22,466 admissions the first day; the Aldine, Philadelphia, capacity 1,450, played to 5,137; the Mission, Los Angeles, capacity 872, played to 3,227; the Criterion, Oklahoma City, capacity 1,900, played to 3,920; the Park, Boston, capacity 950, played to 4,225; the Roosevelt, Chicago, capacity 1,680, played to 6,375; the Criterion, Buffalo, capacity 1,400, played to 3,009; the Butterfly, Milwaukee, capacity 1,170, played to 4,016, and the Imperial, San Francisco, capacity 1,450, played to 5,306.

AMONG the theatres which have booked "Foolish Wives" for two weeks or longer are the Goodwin Theatre, Newark, N. J.; the Mission Theatre, Los Angeles; the Columbia Theatre, Seattle; the Rialto Theatre, Providence, R. I.; the Plaza Theatre, San Diego, Cal.; the People's Theatre, Portland, Ore.; the Academy of Music, Baltimore, Md., and others.

A striking commentary on the drawing power of "Foolish Wives" and the proof that the enormous national publicity which the picture has received in the last two years has deeply impressed the mind of the average theatregoers, is the fact that the picture played to record-breaking crowds in the Garrick Theatre, Minneapolis, without any exceptional newspaper advertising or bill-board displays.

Among other theatres in which "Foolish Wives" will be shown within the next few weeks are the Federal Theatre, Salem, Mass.; the Stone, Sheffield, Capitol, Williamsburg, DeKalb, Halsey, Ridgewood and Bedford Theatres, Brooklyn; the Fulton, Tivoli and Central, Jersey City; the Diamos Theatres, Prescott, Bisbee and Nogales, New Mexico; the Rialto, Brockton, Mass; the Union Square, Somerville, Mass., and the Colonial, Haverhill, Mass.; the American, Butte, Mont., and the Capitol, Great Falls, Mont.; the Fox, New Britain, Conn.; the Rialto, Tacoma, Wash., and hundreds of others in every section of the country.

MANY exhibitors in the New York territory add to their presentation of the picture by personal appearances of Miss duPont, the leading woman, and Maude George, who plays the leading character rôle in the film. Both of these film celebrities have been in the East during the past two months and have gained great popularity by their appearances with the million dollar picture. It is understood to be Mr. Laemmle's wish that major bookings on "Foolish Wives" be completed by summer time, so that the smaller exhibitor will find it available to him during the slack-water period of mid-summer. Universal exchange managers say that another three or four months will see the picture booked in almost all of the leading theatres throughout the country. The present demand for the film leads the Universal sales heads to predict that twelve months will see the picture on the screen in almost every community.

Get these Pointers!

"Was talked about all over the city as one of the strongest plays of the year"

Felt Bros.
New Ambassador
W. Phila., Pa.

"Created motion picture history in this city"

Gus Kerosates
New Strand
Springfield,
Illinois

Carl Laemmle
presents

MABEL JULIENNE
SCOTT
with Stuart Holmes
in

"No Woman Knows"

From "Fanny Herself" by Edna Ferber
Directed by Tod Browning

"Certainly was good to see people standing in line again"

Dan Burgam
Garden Theatre
Des Moines,
Ia.

UNIVERSAL JEWEL

"No picture shown here has received so many words of approval from my patrons"

J. G. Knapp
Strand Theatre
San Bernardino, Cal.

APRIL and MAY
Exhibitors-Universal Employees Months

On the Firing Line

THEATRE OWNERS TO BUILD ANOTHER

THE Yale Theatre, Sapulpa, Okla., is a Universal customer for the last eight years, having used the entire output of service.

This theatre is managed by Mr. George Kanavcts, and Mr. James Zartaludes, who are going to erect a new modern theatre which will be one of the biggest in the State and possibly will have a seating capacity of 1500.

These people are on their toes all the time, having just closed a contract with Universal for "Foolish Wives," "Wild Honey" and "Man to Man."

Mr. Zartaludes was overseas for sixteen months with the American Army. They are up-to-the-minute showmen, and striving at all times to give the people the very best.

RIVAL HOUSES RUN MIDNIGHT SHOWS

FOR the first time in the annals of New York's filmdom, two theatres in the same vicinity will play an attraction simultaneously on a first run booking. Al. Harston, owner of the Regun Theatre, and Messrs. Goldberg and Kompel, proprietors of the Harlem Fifth Avenue Theatre, will play "Foolish Wives," Carl Laemmle's million-dollar Super-Jewel, day-and-date for an entire week.

These enterprising showmen will inaugurate their run of the Von Stroheim masterpiece with a midnight showing at their respective houses, April 2, at advanced admission.

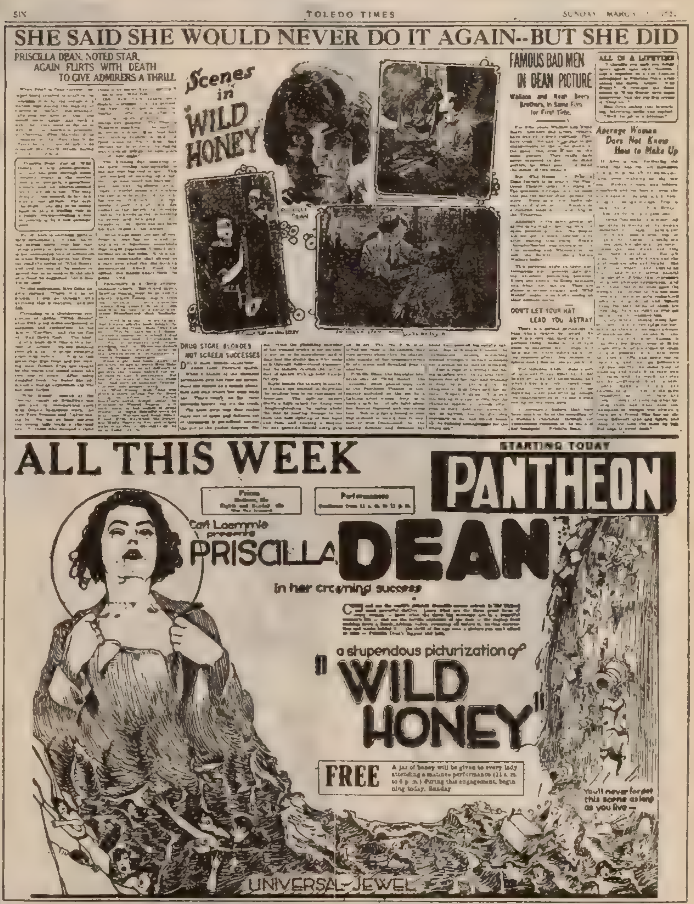
KNOWS HOW TO ADVERTISE

PETE ADAMS, owner of the U. S. Theatre, Paterson, N. J., booked "Foolish Wives" for an extended run commencing March 26. Extensive advance advertising and exploitation assure Mr. Adams of a successful run; one of his most unusual displays was a full page ad. on the rear cover of a local rotogravure section, which was also used as a lobby souvenir.

BROOKLYN'S LIVE WIRE SHOWMAN

Edward L. Hyman, Director-General of the Mark Strand Theatre, Brooklyn, N. Y. C., Shown at His Desk. Mr. Hyman's Presentation of "Foolish Wives" Broke All Exploitation Records for the City of Churches.

TOLEDO TIMES DEVOTES FULL PAGE TO DEAN



SIX TOLEDO TIMES SUNDAY MARCH

SHE SAID SHE WOULD NEVER DO IT AGAIN--BUT SHE DID

PRISCILLA DEAN, NOTED STAR, AGAIN FLIRTS WITH DEATH TO GIVE ADMIRERS A THRILL

Scenes in WILD HONEY

FAMOUS BAD MEN IN DEAN PICTURE

Wallace and Noah Beery Brothers, in Same Film for First Time.

Average Woman Does Not Know How to Make Up

DON'T LET YOUR HAT LEAD YOU ASTRAY

DRUG STORE BLONDES NOT SCREEN SUCCESSES

ALL THIS WEEK

STARTING TODAY

PANTHEON

Carl Laemmle presents PRISCILLA DEAN in her crowning success

a stupendous picturization of "WILD HONEY"

FREE A jar of honey will be given to every lady attending a matinee performance (11 a. m. to 6 p. m.) during this engagement, beginning today, Sunday

You'll never forget this scene as long as you live—

UNIVERSAL-JEWEL

The Pantheon Theatre, Toledo, Ohio, Dominated the Entire Section of the Toledo Times with This Striking Full-Page.

"INTENSITY UNRIVALED"

Following is a letter of comment from Arthur J. Lamb, noted composer of the famous song, "A Bird In a Gilded Cage." Mr. Lamb is also revered by all alumni of the University of Vermont for writing the official college song, virtually a password to all college gatherings.

March 8, 1922.

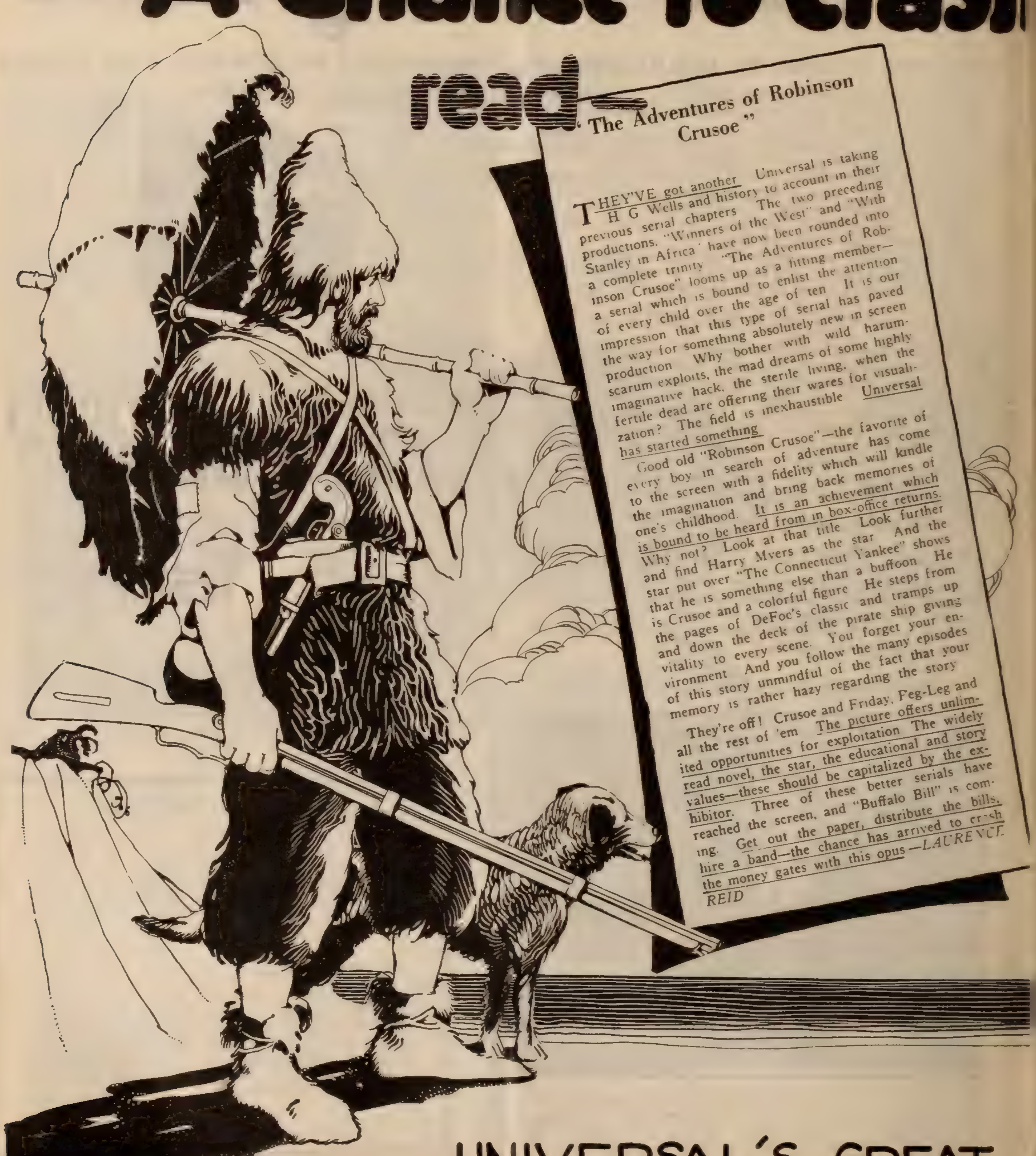
Dear Mr. Cochrane:

Permit me to compliment you upon "Wild Honey," truly a most interesting picture. There is an intensity at times, notably in the veldt scene, that makes this photoplay unrivaled. The atmosphere was wonderfully well suggested. It is the best picture I have seen since "Foolish Wives."

Yours,

Arthur J. Lamb.

"A Chance to Crash



read—

"The Adventures of Robinson Crusoe"

THEY'VE got another Universal is taking H G Wells and history to account in their previous serial chapters The two preceding productions. "Winners of the West" and "With Stanley in Africa" have now been rounded into a complete trinity "The Adventures of Robinson Crusoe" looms up as a fitting member—a serial which is bound to enlist the attention of every child over the age of ten It is our impression that this type of serial has paved the way for something absolutely new in screen production Why bother with wild harum-scarum exploits, the mad dreams of some highly imaginative hack, the sterile living, when the fertile dead are offering their wares for visualization? The field is inexhaustible Universal has started something

Good old "Robinson Crusoe"—the favorite of every boy in search of adventure has come to the screen with a fidelity which will kindle the imagination and bring back memories of one's childhood. It is an achievement which is bound to be heard from in box-office returns. Why not? Look at that title Look further and find Harry Myers as the star And the star put over "The Connecticut Yankee" shows that he is something else than a buffoon He is Crusoe and a colorful figure He steps from the pages of DeFoe's classic and tramps up and down the deck of the pirate ship giving vitality to every scene. You forget your environment And you follow the many episodes of this story unmindful of the fact that your memory is rather hazy regarding the story

They're off! Crusoe and Friday, Feg-Leg and all the rest of 'em The picture offers unlimited opportunities for exploitation The widely read novel, the star, the educational and story values—these should be capitalized by the exhibitor. Three of these better serials have reached the screen, and "Buffalo Bill" is coming. Get out the paper, distribute the bills, hire a band—the chance has arrived to crash the money gates with this opus —*LAURENCE REID*

UNIVERSAL'S GREAT

"the Money Gates!"

says Motion Picture News!

Carl Laemmle
presents

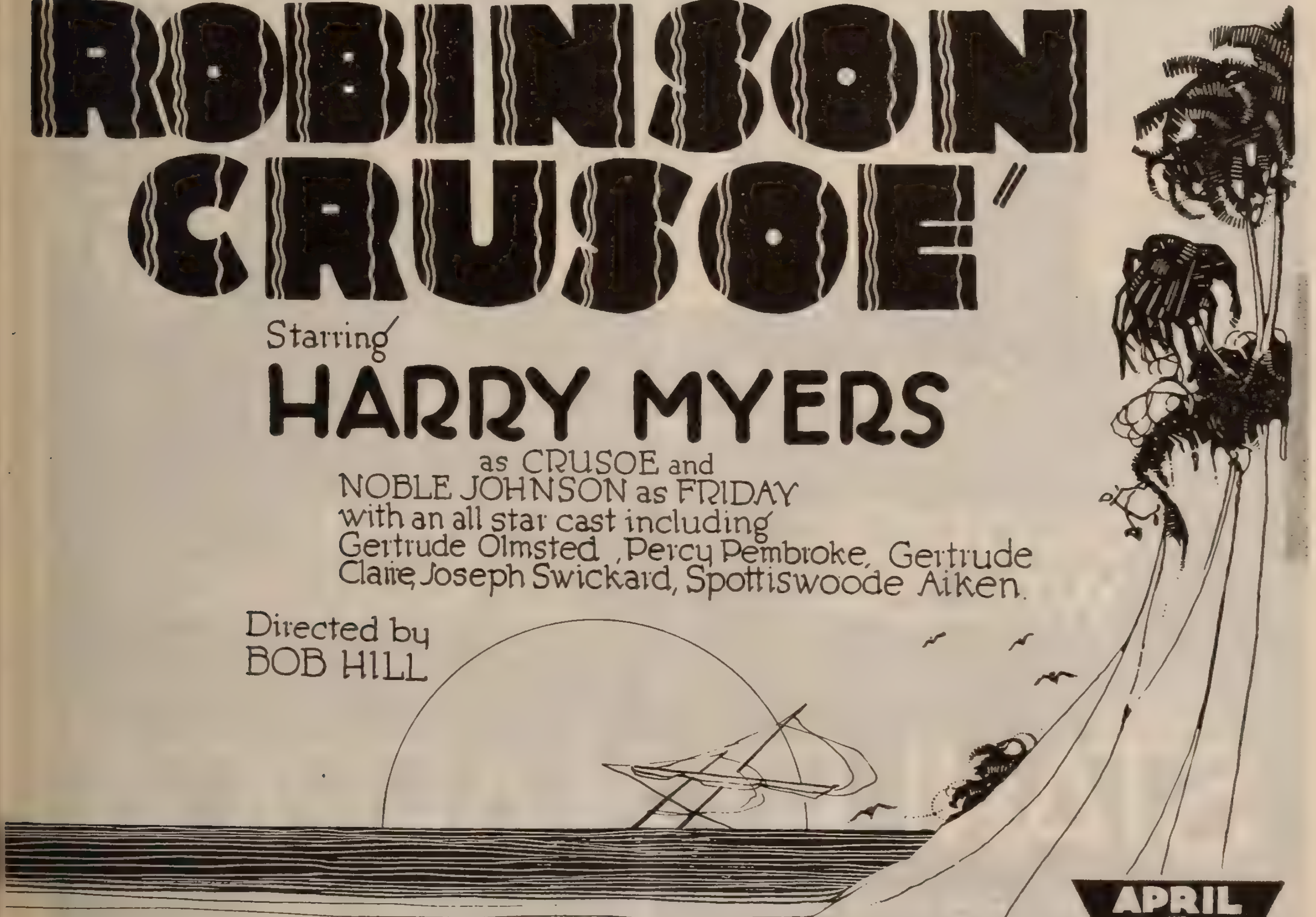
"The Adventures of ROBINSON CRUSOE"

Starring

HARRY MYERS

as CRUSOE and
NOBLE JOHNSON as FRIDAY
with an all star cast including
Gertrude Olmsted, Percy Pembroke, Gertrude
Claire, Joseph Swickard, Spottiswoode Aiken.

Directed by
BOB HILL



APRIL AND MAY
Exhibitors-Universal Employees Months

CONTINUED FEATURE

"A Rare Achievement"

--Says the M. P. World

AND THAT has been voiced by showmen, educational organizations and individuals, and critics of both trade and news publications! This true story of adventure in Darkest Africa is pulling patronage from all classes and ages because it is packed full of all the thrills of old-time serials, plus a clean, true history story. A chapter-play for grown-ups as well as the young.

Book It Today!

Carl Laemmle
presents

GEORGE WALSH AND **LOUISE LORRAINE**

in

"With STANLEY IN AFRICA"

A Re-creation of History's most Dramatic Adventure

Directed by William Craft

UNIVERSAL'S TRUE HISTORY CHAPTER-PLAY

With Live Exhibitors

"Go the Limit"

"No Woman Knows," with a special cast.—Boys, here's a picture as good as "The Old Nest" or "Over the Hill." It requires a big push, but if you can get the folks in your house, this production will please them all. But remember to get behind and go the limit. Eight big reels and something doing all the time. —Jack Cairns, Brooklyn Theatre, Detroit, Mich.—Neighborhood patronage.

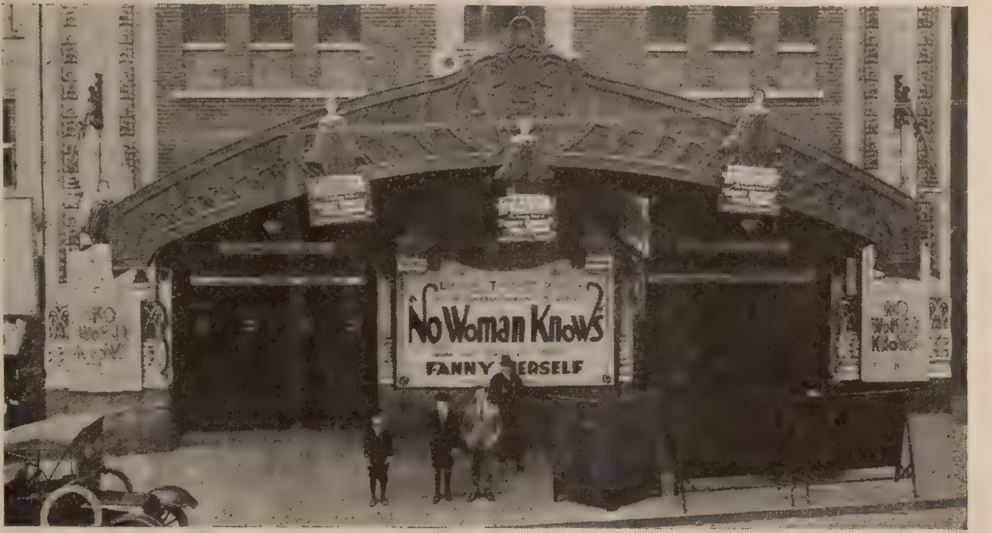
"Pleased All"

"Wolves of the North," with Eva Novak. — Good Northern picture. Pleased all. Drew a good crowd. Sent them home talking good pictures. — Liberty Theatre, Canton, Ohio.

"Very Good"

"Reputation," with Priscilla Dean.—Very good. We have not found a Jewel production we could register a kick on. — W. S. Harris, Grand Theatre, Marked Tree, Ark.—Neighborhood patronage.

EFFECTIVE FRONT HELD UNIVERSAL-JEWEL FOR FULL WEEK



The Front of the Lyceum Theatre, Newark, Got the Crowd, for the Universal-Jewel, "No Woman Knows," Was Held Over for a Full Week—The First Time in the History of the House. Note Effective Use of 3-Sheet Cut-outs, Screen Banner and Position of Display Frames on Sidewalks.

EVEN HEAVY RAIN COULDN'T KEEP 'EM AWAY!

Despite an Almost Continuous Downpour, "Foolish Wives" Came Within Six Dollars of the Box-Office Record of B. S. Moss's Broadway Theatre, New York City. The House's High Mark Was Made by "Outside the Law," Another Universal Production.

"A Winner at Box-Office"

"The Fox," with Harry Carey.—When you buy this picture arrange to get the film trailer Universal has made up on it. Any one viewing this trailer will sure want to see the picture. Also buy a few thousands of their circus herald. The picture will back up any strong promises you make about it. It is a winner at the box office.—Charles H. Ryan, Garfield Theatre, Chicago, Ill.—Neighborhood patronage.

"A Real Drawing Card"

"The Fire Eater," with Hoot Gibson.—Even better than some of his first ones. Hoot is getting to be a real drawing card here and our people look for him. His stories are varied and he does not have to do one particular thing to please.—Ben L. Morris, Olympic Theatre, Bellaire, O. —Neighborhood patronage.

"Something Good Here"

"Dr. Jim," with Frank Mayo.—Tell them you have something good here and you'll be telling the truth. It pleased my people better than any picture for a long time, including the big specials that do not please as well as these. — G. W. Yeaton, Ioka Theatre, Exeter, N. H.—Neighborhood patronage.

Shopping Tour and Ad Tie-up with Miss du Pont Creates Sensation in Brooklyn for "Foolish Wives"

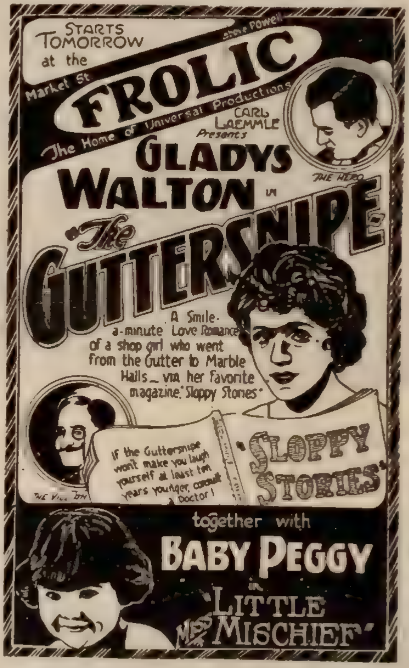
FOR the first time in the history of the Brooklyn Daily Eagle, a special display advertising tie-up campaign was effected in that great newspaper in conjunction with the exploitation campaign on "Foolish Wives" for the engagement of the Universal Super-Jewel feature at the Mark Strand Theatre, Brooklyn.

TWO pages of advertising purchased by the leading merchants of Brooklyn were run in the Eagle on Tuesday, March 21st, announcing a shopping tour during which Brooklyn could get a real "close-up" of Miss duPont, feminine lead in "Foolish Wives." Miss du Pont also appeared in person at the Mark Strand. Every ad carried a picture of the star and announcement of the theatre run. A five column banner across the top of each page announced the stunt in bold face type.

IN brief, the idea was as follows: Miss duPont visited the stores, met the customers, and in several instances went behind the counter and sold merchandise while huge crowds swarmed in the aisles. The stores were decorated with "Foolish Wives" banners and announcements. They were very effective in creating a personal atmosphere to accompany the actual appearance of the star.

At noon Miss duPont visited the Eagle plant and dined with the compositors, reporters and office force in the Eagle lunch room. A special machine conveyed the star from store to store. A motion picture camera took shots of the various stores and beginning on Thursday the pictures were shown on the screen of the Strand during the remainder of the "Foolish Wives" engagement. This brought many to the theatre especially to see these pictures, the theatre reports.

Effective Three-Column Ad


STARTS TOMORROW at the
above Powell
Market St.
FROLIC
The Home of Universal Productions
CARL LAEMMLE Presents
GLADYS WALTON in
THE HERO
The GUTTERSNIPE
A Smile-a-minute Love Romance of a shop girl who went from the Gutter to Marble Halls — via her favorite magazine "Sloppy Stories"
If the Guttersnipe won't make you laugh yourself at least ten years younger, consult a doctor!
"SLOPPY STORIES"
THE VILLAIN
together with
BABY PEGGY in
"LITTLE MISS MISCHIEF"

The San Francisco "Call & Post's" Three-Column Advertisement for Frolic Theatre.

The Eagle followed the stunt with special feature stories and other material which gave continued life to the exploitation.

This stunt was entered into by the Eagle, the merchants and the theatre with keen anticipation. The entire shopping populace of Brooklyn advertised the star, the picture, the theatre, the newspaper and the merchants by word of mouth.

MARC LACHMANN, exploitation representative of the Universal Big "U" Exchange, arranged the shopping tour and the advertising tie-ups. Other stunts included a window display of Remick's Music Stores which gave prominent space to a picture of von Stroheim, and a placard reading as follows:

"Foolish Wives" is breaking all records at the Mark Strand this week.

"Have you any broken records? Bring them to us and you will receive an autographed photo of Miss duPont or Erich von Stroheim."

The window was littered with broken victrola records. The stunt was most effective, the music store admitted.

* * *

Harry Harris Back With Universal To Direct Gladys Walton Again

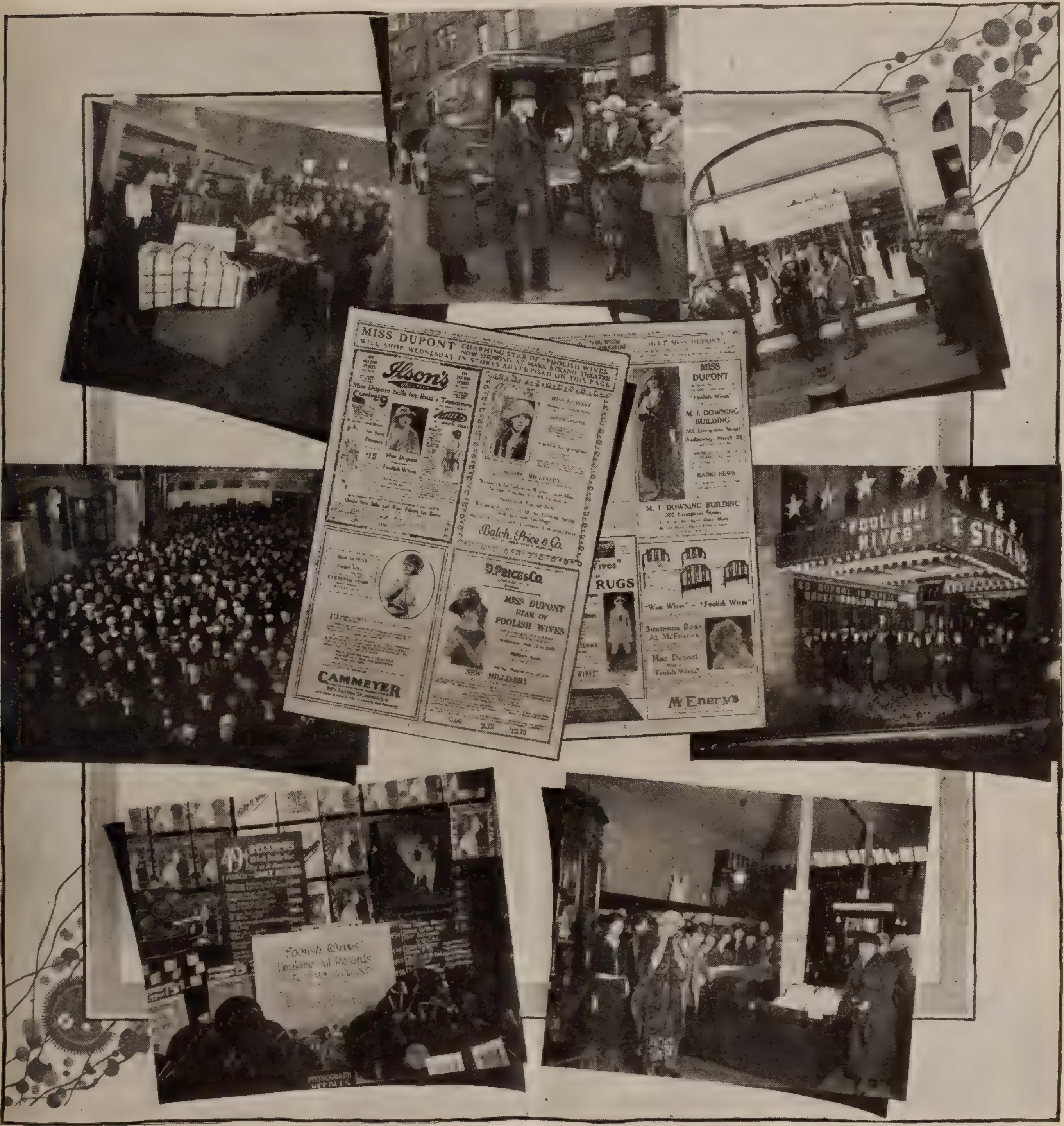
HARRY B. HARRIS, who "broke in" as a director with the Gladys Walton company when that little star was making her first bid for screen popularity, has returned to Universal City and again will handle the megaphone for Miss Walton.

An enthusiastic greeting was accorded to Harris upon his return to Universal City. Much is expected of his future work at the head of the Walton unit. He is known on the Coast as a very efficient director and one whose subordinates and co-workers swear by him. The entire Los Angeles film world is watching with interest the new combination of Harris and Miss Walton, and predicts a series of pictures of unusual quality. Harris piloted her through "Short Skirts," "Desperate Youth," "Rich Girl, Poor Girl" and "The Man Tamer," her earliest successes.

The first picture Harris will direct is "The Trouper," a stage story by A. P. Younger, Universal scenario writer. It is a humorous and sympathetic romance of the good old days in the theatrical profession when a good line of talk and a "swell front" were the chief elements of success, and when barn-storming was the preferred method of starving to death—so say the old-timers.

"As I says to Georgie Cohan—'Dave Belasco wants me for a better part, and I wouldn't take this one for less than two-fifty per.' No, siree—not a kopeck less will I work for. All them big guys knows my salary." It is this old stage spirit which Younger has caught in his story, and which Gladys Walton, with her pert flapper airs, is said to be exceptionally well suited to portray. She will begin work on the picture immediately.

Splendid Exploitation Introduces Miss duPont to Brooklyn


MISS DUPONT CHARMING STAR OF "FOOLISH WIVES" NOW SHOWING AT MARK STRAND THEATER
WILL SHOP WEDNESDAY IN STORES ADVERTISED ON THIS PAGE
Ilson's
Miss Dupont Sells for Ilson's Tomorrow
Balch, Price & Co.
D. Price & Co.
MISS DUPONT STAR OF FOOLISH WIVES
NEW MILLINERY
CAMMEYER
MISS DUPONT
M. I. DOWNING BUILDING
RADIO NEWS
M. I. DOWNING BUILDING
RUGS
"Wise Wives" – "Foolish Wives"
Simmons Beds At McEnery's
McEnery's
FOOLISH WIVES
STRAND
Foolish Wives Breaking All Records
PHONOGRAPH NEEDLES

Marc Lachmann, Co-operating with The Brooklyn Daily Eagle, One of the Most Conservative Newspapers in the Country, Arranged a Personal Appearance Tour of Brooklyn with Miss duPont, Star of "Foolish Wives," Which Surpassed All Exploitation Records for That City. Top Row: Miss duPont Takes Charge of Special duPont Sale in Ilson's Department Store; Miss duPont Listens In on Radio Broadcasting Advertisement of "Foolish Wives"; M. I. Downing Receives Miss duPont and Escorts Her on Inspection Tour of His Department Store; Part of Huge Crowd Waiting to Get Into Mark Strand Theatre to See "Foolish Wives"; Lachmann's Double Truck in the "Eagle" — the First Co-operative Newspaper Display Campaign Ever Put Over in Brooklyn; Marquee of Mark Strand Theatre; Window of Remick's Music Store (Note "Broken Record" Tie-up); Miss duPont Listens to Radio Concert at Receiving Station Erected Especially for Her in M. I. Downing's Department Store.

OF INTEREST TO EXHIBITORS

"A Dandy Little Picture"

"The Big Adventure," with Breezy Eason.—A pleasing little star in a good story. Nothing big, but a dandy little picture.—J. C. McKee, Electric Theatre, Bolivar, Mo.—Neighborhood patronage.

"Predict Great Things for Walton"

"High Heels," with Gladys Walton.—We predict great things in the future for Miss Walton. It's only a question of time until Cecil B. DeMille will make a genuine star out of her, just as he will do with Edith Roberts. "High Heels" was a fine little program picture and was received well by a fair-sized crowd.—L. R. Moore, Roma Theatre, Columbus Grove, O.—Small town patronage.

"The Best of Its Kind"

"Outside the Law," with Priscilla Dean.—The best of its kind, although it did not draw as it should.—J. J. Hoffman, Happy Hour Theatre, Burke, S. D.—General patronage.

"Best Carey Picture We've Played"

"If Only Jim," with Harry Carey.—Best picture of Harry Carey's we have played, and all his others are good, so you can imagine how good this is.—J. J. Hoffman, Happy Hour Theatre, Burke S. D.—Neighborhood patronage.

WANTED TO BUY PRINTS

W. H. Dudley, chief of the Bureau of Visual Education of the University of Wisconsin, has just seen a number of episodes of Universal's first historical-educational chapter-play, "Winners of the West." He was so impressed with it and pleased, he made an offer to the Chicago exchange to buy prints outright as a permanent library for the University.

Universal was unable to grant this request because it has been Universal's invariable custom to sell no prints to any one.

"You Can Book It Strong"

"Winners of the West" (Universal), with Art Acord.—Ran second episode. Went big. Lots of Indians and Indian fights in second episode. Would advise any one booking this serial to run the first and second episodes together, as it will go big and you can boost it strong. Looks as if it was going to be a dandy serial. Wm. Thatcher, Royal Theatre, Salina, Kans.—General patronage.

"Pleased One Hundred Per Cent."

"Society Secrets," with Eva Novak.—We played this one Christmas and we wouldn't have exchanged pictures with any theatre in the state. In addition to being a first-class comedy-drama, it made several mentions of Christmas. Played Century comedy, "Society Dogs," with this and pleased 100 per cent.—J. L. Meyers, Liberty Theatre, Ivesdale, Ill.—Small town patronage.

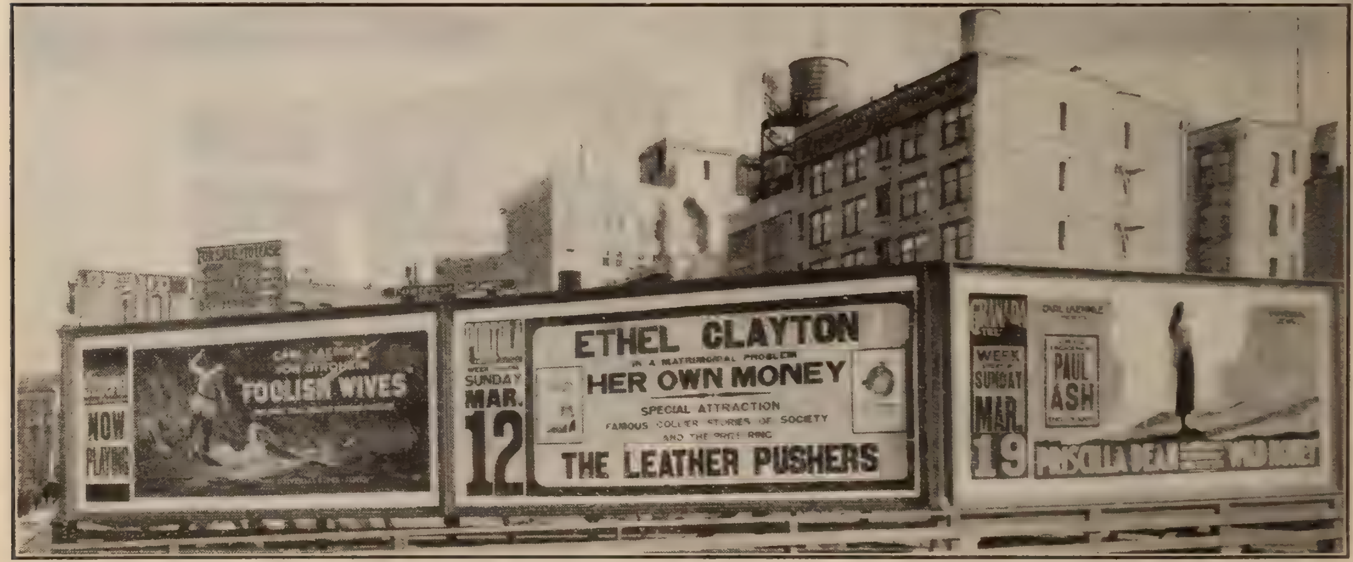
"We Did Good Business on This"

"Across the Deadline," with Frank Mayo.—The story and cast in this picture are very good, but the interiors are not well photographed. The exteriors are much better. Star is a favorite in our house, and we did a good Saturday night business on this one.—W. H. Creal, Sr., Suburban Theatre, Omaha, Neb.—Neighborhood patronage.

"The Kid Is Best Ever Seen"

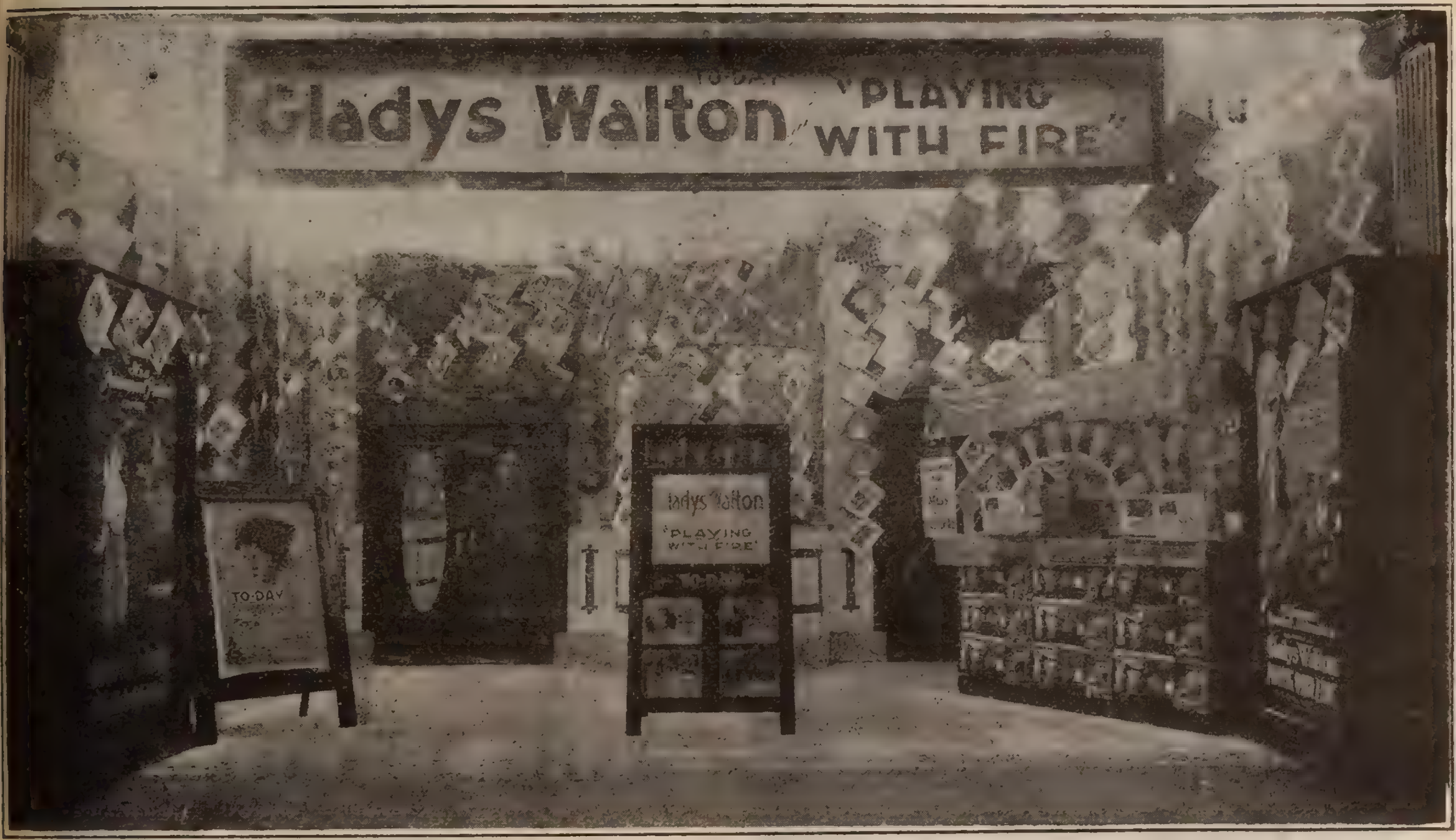
"Brownie's Baby Doll" (Universal), with special cast.—Here is a two-reel comedy that is getting to be immense. They are real ones and much better than many for which fancy prices are asked. The kid is the best ever seen and the stories appeal to all classes. The kids eat 'em up.—Ben. L. Morris, Temple Theatre, Bellaire, O.—Neighborhood patronage.

UNIVERSAL REPRESENTATION IN THREE PARAMOUNT HOUSES IN 'FRISCO



Paramount's Three Leading Theatres Cuddled Up to Universal a Few Weeks Ago and Showed "Foolish Wives," "The Leather Pushers" and "Wild Honey," at the Imperial, Portola and Granada Respectively. It Will be Noted That the Universal-Jewel-Collier's Series Received Equal Display with the Program Feature. A Telegram from the Imperial's Manager Declared the Von Stroheim Super-Jewel Had Completely Shattered All Previous Records for Any 'Frisco House.

C. Holloway, of Macon, Ga., Hits Upon Novel Exploitation



In "Playing With Fire," Gladys Walton Clerks at the Music Counter, so I. C. Holloway and the Local 5 and 10c Store Tied Up for This Lobby. The "5 and 10" Supplied the Music, Piano and a Girl Dressed Like Gladys Walton. Result: Picture Went Over Great, the Store Sold a Load of Sheet Music and a Good Time Was Had by All.

Geo. Randolph Chester Signed by "U"

Noted Writer to Supervise Scenarios for Frank Mayo and Gladys Walton

GEORGE RANDOLPH CHESTER, creator of "Get-Rich-Quick Wallingford," and who is widely known as a writer for magazines, stage and screen, has been engaged by Universal to fill an important position in the scenario department at Universal City, California.

Chester will rank as a supervising editor, and will have immediate jurisdiction over the preparation of material for two of Universal's important producing units—those handling the pictures of Frank Mayo and Gladys Walton.

Chester's first work with Universal will be injecting his inimitable humorous touches to "Afraid to Fight," Frank Mayo's next picture, and to "Top o' the Mornin'," the new Gladys Walton production.

The new acquisition to Universal's scenario department represents the latest move by Carl Laemmle, Universal chief, in carrying out his announced policy of giving Universal stars the best possible stories. Chester is recognized as one of America's foremost writers. Since he turned his attention to the screen, he has done much to upset the fallacy that men of literature have nothing in common with the art of the motion picture.

During the last three years, he has been editor-in-chief for Vitagraph and has been in the forefront of those writers who have adapted their literary ability to the somewhat different needs of the screen. Chester also has taken every possible opportunity to use his facile and powerful pen in the cause of moving picture progress and against those who seek to defame the screen.

Chester's last important work for Vitagraph was the writing and directing of "The Son of Wallingford," a current success.

"Afraid to Fight," the first Frank Mayo picture to be handled by the new scenario supervisor, is a prize-ring story suggested by L. R. Brown, and developed by the Universal City scenario staff. Gladys Walton's new picture is being adapted from a stage play by Ann Caldwell. It will give the little star a lively Irish story, exactly suited to her ability, and which is expected to outshine her previous successes.

APRIL AND MAY
Exhibitors-Universal Employees Months

AND the whole country re-echoes the opinion. This tiny little star is the sensation of the comedy world. Now playing in the biggest and best first run houses in the land.

Show

BABY PEGGY

in

Every One A Hit!

- "Sea Shore Shapes"
- "A Muddy Bride"
- "Get-Rich-Quick Peggy"
- "Little Miss Mischief"
- "Peggy, Behave!"

THE CENTURY LIMITED

"Travels the Road of Fun"

Published weekly, its sole aim being better acquaintanceship with

CENTURY COMEDIES

The Engineer - - - - *David Bader*

EVEN IN MARSHALL NEILAN'S "PENROD" OUR PEGGY WINS FAME

WHILE Marshall Neilan's latest production "Penrod" played New York, "Our" Peggy reigned supreme in the small part assigned to her. With Julius and Abe Stern's kind permission Marshall Neilan used Baby Peggy in a part that gave her about fifteen minutes on the screen. In that short time Peggy's natural, wonderful personality won her the following remarks—which appeared in criticisms of the picture:

Exhibitors Herald says: "Baby Peggy, of Century Comedies, who was Wesley Barry's partner, is a scream in the dancing class scenes."

New York World said: The prize for cuteness goes to tiny Baby Peggy, who plays the part of Peggy Rennsdale."

New York Tribune said: "The child (Baby Peggy) who played Baby in Neilan's 'Penrod' *is almost too good to be true.*"

New York Herald said: "Baby Peggy, *the tiniest star on the screen,* adds several carats to the value of 'Penrod' by the vim with which she weeps a bucket of tears."

Not bad, is it—for just a few minutes in the best thing Neilan ever did? Do you wonder, then, why Baby Peggy is the finest little comedienne of our generation? AND THAT'S WHY WE SAY TO YOU — ADVERTISE HER, PLAY HER TO THE SKIES. IT WILL MEAN REAL "JACK" TO YOU IF YOU DO!

COUNT 'EM AGAIN — EVERYBODY'S DOING IT

TWO weeks ago we told you how Milwaukee booked five Century Comedies into the five big run theatres of that city during the same week. Now Henry Taylor, a live wire salesman of Kansas City, turns around and does the self-same thing in his city. He succeeded in booking five Century Comedies into five of the largest theatres of Kansas City, Missouri, for that entire week. Each of the following theatres played a Century Comedy: The Empress, Globe, Victory, Regent and Junior Orpheum Theatres, and from reports received the audiences enjoyed these Centuries very much.

Don't stop, Taylor—you've started a wonderful big ball a-rolling, and tell us, what's going to prevent it from continuing to roll?

SAM HARDING PLEASED WITH "PEGGY, BEHAVE" AND "MUTTS"

IN the city where Henry Taylor booked five first runs during the same week, a very popular exhibitor, Sam Harding by name, has his beautiful Liberty Theatre dedicated to the best in the silent drama. It was here that Sam Harding looked at "Peggy, Behave" and "Mutts" and instantaneously booked them. While signing his "John Hancock" to the contract — he looked up and said, "These two comedies are the finest and greatest comedies ever made."

Of course we always knew this, and we meant to tell you on several occasions — but we were too modest. It really is much nicer to let the big men of the exhibitor's world tell you these things — and Sam Harding has expressed our sentiments. We thank him, and we know he meant just what he said.

CENTURY COMEDIES' POPULARITY NOT RESTRICTED TO THIS COUNTRY ALONE

FROM sunny Mexico we get this letter, which prove that Century's popularity isn't a local one:

Circuito "Olimpia," S. A.
Empresa Cinematografica y Teatral
Mexico, D. F., March 6, 1922.

Universal Film Mfg. Co.,
Mexico, D. F.
Attention: Mr. McFarland.

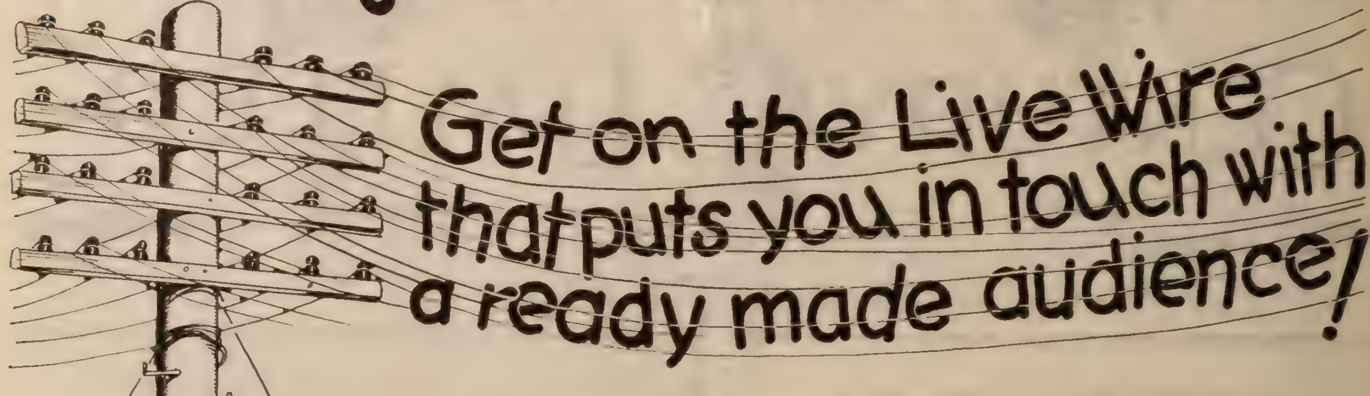
Dear Mac:

Personally and in the name of the Company I want to thank you for bringing the picture "Companeros" (Chums) to our attention.

Not only did we violate our usual policy in not playing outside pictures, but in this case *we held the picture over for an additional run.* If the other comedies of this series hold up to the standard of "Chums," we will be pleased to play all of them.

Very truly yours,
(Signed) WILLIAM FAIT, JR.
Circuito Olimpia, S. A.

Washington Zone Exhibitors


Get on the Live Wire
that puts you in touch with
a ready made audience!

WASHINGTON TIMES
with a sworn circulation of 115,644 Sunday 61,929 Daily carries this ad on the pictorial page –

"See News of the world in Motion Pictures at all leading theatres showing – International News – Released by UNIVERSAL Film Exchange"

International News Does It

IT puts you in touch with 61,929 prospective patrons daily and 115,644 on Sunday with the following ad on the pictorial page of the Washington Times:

> *"See News of World in Motion Pictures at all Leading Theatres showing International News --- Released by Universal Film Exchange.*

THAT'S a lot of people to reach every day in your territory. As showmen you know what such advertising means to your box-office. As good business men you'll appreciate the fact that International News is the only news reel that does daily newspaper advertising—the only news reel with a ready-made market.

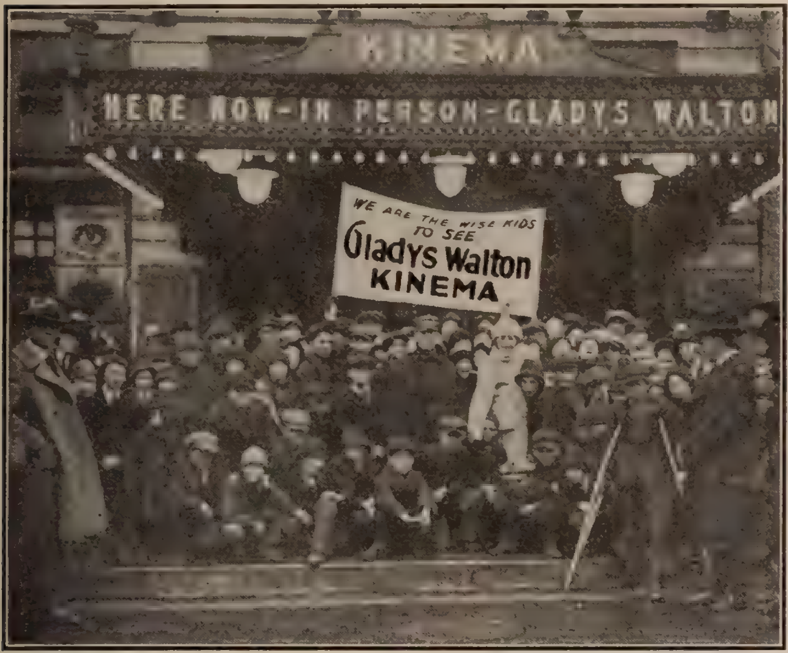
Sign your contract today !

INTERNATIONAL NEWS

Released thru
UNIVERSAL

EXHIBITORS' HALL OF FAME

GLADYS WALTON MAKES HIT WITH "NEWSIES"



Gladys Walton Took Several Hundred Salt Lake Newsboys to See "The Wise Kid" at the Kinema Theatre, Thanks to the Generosity of Gus Hager, Manager of the Attractive Playhouse Where the Petite Universal Star Made a Series of Personal Appearances.

RECEIVES BIG LOVING CUP

Manager Joe Phillips of the Photoplay and Eagle Theatres, New York City, Was Presented With a Handsome Silver Loving Cup by His Employees on the First Anniversary of His Taking Over the Third Avenue Playhouse.

MEETS HIS HEROINE

Dr. J. U. Giesy, Author of "Pink Tights" and "Playing With Fire," Was One of the First to Welcome Gladys Walton as She Stepped Off the Train at Salt Lake. Miss Walton Made Her First Big Hit in "Pink Tights," a Universal Special Attraction.

APRIL AND MAY
Exhibitors-Universal Employees Months

AUSTRALIAN EXHIBITORS GUESTS OF UNIVERSAL

Herc C. McIntyre, General Manager of Universal's Interests in Australasia, Played Host to Every Theatre Owner and Film Man in Melbourne Recently. Universal's Newest Films Were Screened to a Large and Appreciative Audience. A Similar Function Was Held in Sydney a Few Weeks Previous.

APRIL
AND
MAY
Exhibitors-Universal Employees Months
APRIL-MAY UNIVERSAL PROFITS
EMPLOYEES' SHARE
EXHIBITORS' SHARE

GET YOURS NOW!

COME in now and get your slice of our big profit cake. When Mr. Carl Laemmle turned all the Universal Exchanges over to us to be run during April and May, we decided to let you share our good fortune. We are now giving every exhibitor a substantial part of our lion's share of the profits. We've got a mighty powerful and attractive list of pictures for you. Come in and see us now. The bigger your business with us during April and May, the greater the profits to you and to us. Don't hesitate — don't wait — do it now!

Employees

UNIVERSAL EXCHANGES

National Committee Recommends Centurys

THE National Committee for Better Films has selected three out of the four Century Comedies made in January as especially good pictures and equally suitable for children. The two-reelers in question were "Horse Sense," with Harry Sweet and Sally the trained mare; "Little Miss Mischief," starring Baby Peggy, and "Mutts," starring Brownie, the Wonder Dog, supported by an all-dog cast.

For the month of February the National Committee put on its index all four Century Comedies submitted to it, and marked three of them as particularly good for juveniles. The pictures were "Two of a Kind," with Harry Sweet; "Peggy, Behave," starring Baby Peggy; "Cheerful Credit," starring Brownie, and "The Dark Horse," with Sally, the trained horse.

THE approval of this committee is only one of the many signs of the continual growth of Century Comedies and proves Julius Stern is making good his recent statement made on his return to California—

"To my way of thinking there is only one kind of comedy suitable for American audiences—the sort which can be enjoyed by the whole family—the comedy which is not only bright and snappy but clean as well, and those laughs are created by wholesome humor."

Harry Sweet's Latest An Underworld Comedy

AS a young man who backed into a marching squad of police recruits and was forced to join them by a sergeant who wouldn't listen to explanations, Harry Sweet has a hard time from the very start of his latest picture, "Off His Beat." He is called to help capture some burglars in the home of his sweetheart, but one of the burglars forces him to hand over his uniform and change clothes. In the end, however, he rallies magnificently and saves the force from being held up by the crook by falling down upon him from the top of a building and flattening him to the earth. Then, just as he is revived and about to kiss his sweetheart, her husband walks in with five small children and says she has worked enough for that day and Harry must finish the picture without her as his leading lady. Harry thereupon jumps out of character himself and helps out this original ending by dragging his director on the screen before the audience and calling him down for ruining his picture.

The director—played by himself—is Tom Buckingham, the other members of the cast besides Sweet include Lois Scott, Bert Roach and Edna Gregory.

"Out of the Mouths of Babes and Sucklings"

BABY PEGGY'S father was reading her a tract published on the Peace Conference, translating for her the printed word into its monosyllabic equivalent. He had just read her of the proposed plan to scrap the navies of the world.

Peggy opened her eyes wide-like and frowned:

"Daddie! If they want peace what do they want to scrap the navies for?"

Daddie couldn't answer it. Blame him?

Brownie is Philanthropist in Latest Century Release

IN "Sic 'Em, Brownie!" the Century Wonder Dog shows how inefficient humans are unless they have a bright dog to help them out of their difficulties. Certainly the lost heiress and her little brother who supported her by selling papers would have been lost without Brownie to chase and bite in the leg careless folk who walked off without leaving any change. Then when the millionaire uncle of the girl turned up and took them all into his Riverside Drive mansion, again Brownie had to come to the rescue and scare off some burglars by lighting a candle and dragging a revolver from a drawer with his teeth.

THIS picture, whose title was changed from "Three of a Kind," is directed by Fred Hibbard and has an able cast composed of little Jackie Morgan, Alberta Vaughn, Brownie and Tom Murray.

Jackie Morgan is the little three-year-old boy who has taken Baby Peggy's place in support of Brownie since she is starring at the head of her own company of grown-ups.

Lee Moran Plays Part of Boob Fire Chief in His Next

THE trials of a small town fire chief are illustrated by Lee Moran in his latest comedy release of which he wrote the scenario. The chief cannot bear to be interrupted in his checker tournament with the village constable by a mere fire alarm and so Sally, the trained horse, who is Century's latest acquisition, has to harness her own self and go to the fire unaided. She takes the fire hose in her teeth and plays it on the flames. When Morgan finally arrives he is unable even with the help of a map to locate the fire hydrant which has been camouflaged by an overturned ash can and he finally dispenses coffee and cakes from an ingenious arrangement connected with the boiler of the fire engine.

This time Fred Hibbard wields the megaphone for Moran instead of Alf Goulding; Bartine Burkett, the Century beauty, is the girl of the picture and Jimmie Adams plays the heavy. The comedy is called "Red Hot Rivals."

Baby Peggy's Next Release to be "The Little Rascal"

HAVE you a "Little Rascal" in your home? A little rascal is the *nom de plume* for any little imp of from two to ten whose main efforts seem to be directed toward the desecrating of an otherwise pacific household.

If you have had your home turned topsy-turvy by the antics of a sweet little sinner of this caliber you will certainly appreciate Baby Peggy in her latest Century Comedy, "The Little Rascal." If you don't know the type or don't appreciate baby chatter and clatter, you probably don't attend the movies anyway.

ALTHOUGH Baby Peggy, Century's diminutive box-office attraction, has become separated professionally from her co-worker, Brownie, the wonder dog, she has found some solace in the companionship of "Nip," a saucy French Pom. that acted with her and ate jam with her in her latest Century Comedy, "The Little Rascal."

Rcovering from Illness

We are very glad to report that Mr. J. Hirsch of the Princess Theatre, St. Thomas, Canada, and his sister, who have been laid up with a serious attack of the "Flu," have fully recovered and are back on the job. Mr. Hirsch is an old-time exhibitor and has a host of friends throughout the Dominion. Accept our sincere congratulations, Mr. Hirsch, on the complete recovery of yourself and sister.

Well Worth the Money

The Castle Theatre, Guelph, operated by Messrs. McMullen & Simpson, has booked "Robinson Crusoe" at nearly double the price they usually paid before. These gentlemen are old-time showmen and they know a good thing when they see it.

This Window Made $1,100.00

The Central Theatre Helped the National Drug Store, N. Y. C., Sell $1,100 Worth of "Wild Honey."

Miniature Ring Draws Crowds

THE above illustration is a reproduction of the display at the Central Theatre, New York, in connection with Universal's new Jewel series of the prize ring, starring Reginald Denny.

The display consists of a miniature prize ring, complete in every detail, even down to the towels, the tiny sponges in the water buckets, and the ringside benches for the reporters. Overhead, as seen by the illustration, is strung an electric arc.

There is a continuous crowd around the tiny ring, each one vieing with the other trying to pick some minor flaw in its construction. As yet none has been found, and Manager Cobe shows his true instincts as a showman when he offers to let anyone in, gratis, if they can show him one single imperfection.

"U" Serials Create Record

Universals serials will be running this summer in two of the three St. Thomas houses, namely, at the Star and the Princess. This is the first time two Universal serials will run in this city simultaneously.

Like Herb Rawlinson

Messrs. Ford and Hegeman of the Opera House, Wilmot, Wis., write: "Herbert Rawlinson should be an exceptionally good drawing card in the future."

Serial Helps Business

Manager Condon of the Star Theatre, DeKalb, Ill., says the Universal Chapter Play, "Winners of the West," is doing much to bring his business back to normal.

Good Exploitation for Mayo

F. L. Freeman's Grand Theatre, Lake City, Fla., Boasts "Go Straight."

"THE ADVENTURES OF ROBINSON CRUSOE"

Episode Two

"Shipwrecked"

CRUSOE fights with Black Tom and the crew over the pirate flag. Escaping the crew, Crusoe and his ally, Peg-Leg, barricade themselves in the forecastle, but are overpowered and put in irons. A great storm suddenly comes up and the crew deserts.

Crusoe manages to extricate Peg-Leg and himself from their bonds as the ship is cast on the rocks of an apparently deserted island. Peg-Leg is lost overboard and Crusoe and the dog manage to get ashore. Later Crusoe constructs a raft and ferries some of the ship's stores ashore.

He finds a goat, a well, and some other necessities and manages to shift for himself with considerable ingenuity.

At the end of fifteen years he is astonished to find a footprint on the sand.

"A MOVIE MIX-UP"

One-Reel Star Comedy

ROY happens upon his wife rehearsing for an amateur movie and resents the realism put in her love-making scenes. He is persuaded to enact the part of a Roman gladiator. The film is finally shown and proves a dismal "flop." Roy gets the "razz" from his wife and decides to stick to his office desk in future.

◆

"THE MINUTE MAN"

One-Reel Star Comedy

NERVY NED, tailor's apprentice, is bawled out by his bad-tempered boss for wearing some of the customers' clothes and the boss' high hat to work.

He borrows a riding habit from his deliveries and effects the rescue of an attractive young girl whose horse is running away on the bridle path. The girl turns out to be the boss' daughter, but instead of the usual romance, she snubs him and tells her father to give him a dollar reward.

"WITH STANLEY IN AFRICA"

Episode Eleven

"The Lion's Prey"

JACK overcomes his captors, rushes to Naida's aid and manages to rush off with her as the lions dash past into the arena. They rush up a blind passage and are recaptured.

Stanley, losing patience with the surly Shaw, discharges him. Later, however, he accepts his apologies and permits him to rejoin the safari. That night Stanley is shot at; suspicion rests on Shaw, who offers a feeble excuse.

Hassan, Jack's faithful ally, is searching the Walled City for his master. Cameron is forced by the Sultana to meet in combat a huge gladiator. Just as things look worst, Hasssan comes to his aid and assists him and Naida to escape. After a breath-taking flight, Jack is cornered in the corner of a courtyard. A trained elephant is sent towards him with the intention of squeezing him to death.

PLAY

MARIE PREVOST

Pictures for Sure, Steady Profits!

"MOONLIGHT FOLLIES"
"DON'T GET PERSONAL"
"NOBODY'S FOOL"
"A PARISIAN SCANDAL"
"THE DANGEROUS LITTLE DEMON"

UNIVERSAL
SPECIAL
ATTRACTIONS
presented by
Carl Laemmle

Carl Laemmle
presents

"FOOLISH WIVES"

The First Real Million Dollar
Picture

Women

- — beautiful
- — lovesick
- — gorgeous
- — silken
- — wonderful

"OPENED with 'FOOLISH WIVES' today, and I do not know how to express the success of same as the picture went over greater than anything ever before attempted in this city. Forced to close the box-office several times in order to keep traffic from being blocked. The picture pleased everybody and there is no question of today's success being continued."

—HARRY HART,
Butterfly Theatre,
Milwaukee, Wis.

by and with Von Stroheim

Universal Super-Jewel

The MOVING PICTURE WEEKLY

Vol. 15
No. 9
April 15, 1922

THE
YOUNGEST STAR
BABY PEGGY
CENTURY
COMEDY

Every Audience's Hero !

Play

FRANK MAYO

in

"Across the Deadline"
"Tracked to Earth"
"Dr. Jim"
"Go Straight"
The Shark Master"

Presented by
CARL LAEMMLE *in*

UNIVERSAL SPECIAL ATTRACTIONS

The Master Character Player of the Screen is Coming!

Lon Chaney

Soon to be presented by
Carl Laemmle
in a great
Universal-Jewel
Production de Luxe

If You Want the

You'll keep

PRISCILLA

DEAN

IN

"THAT LASS O'LOWRIES"

DIRECTED BY HOBART HENLEY FROM THE FAMOUS STORY BY FRANCES HODGSON BURNETT. CAST INCLUDES ROBERT ELLIS, WALLACE BEERY, BEATRICE BURNHAM AND FRANKIE LEE

HOUSE PETERS

AND AN ALL-STAR CAST

IN

"HUMAN HEARTS"

HAL REID'S FAMOUS STAGE PLAY MADE INTO A SUPERB DRAMA OF TEARS AND SUNSHINE BY KING BAGGOT...... EDITH HALLOR, RUSSELL SIMPSON, GEORGE HACKATHORNE, MARY PHILBIN, GERTRUDE CLAIRE AND OTHERS IN CAST..........

To be presented by

Carl Laemmle

World's Best—
Open Dates for these
COMING
Universal—Jewel Productions

HOUSE PETERS

AND AN
ALL-STAR CAST
IN

"The STORM"

FROM G. BROADHURST'S PRODUCTION OF LANGDON McCORMICK'S BROADWAY SENSATION. CAST INCLUDES MATT MOORE, ... VIRGINIA VALLI, AND JOSEF SWICKARD. DIRECTED BY REGINALD BARKER

PRISCILLA

DEAN

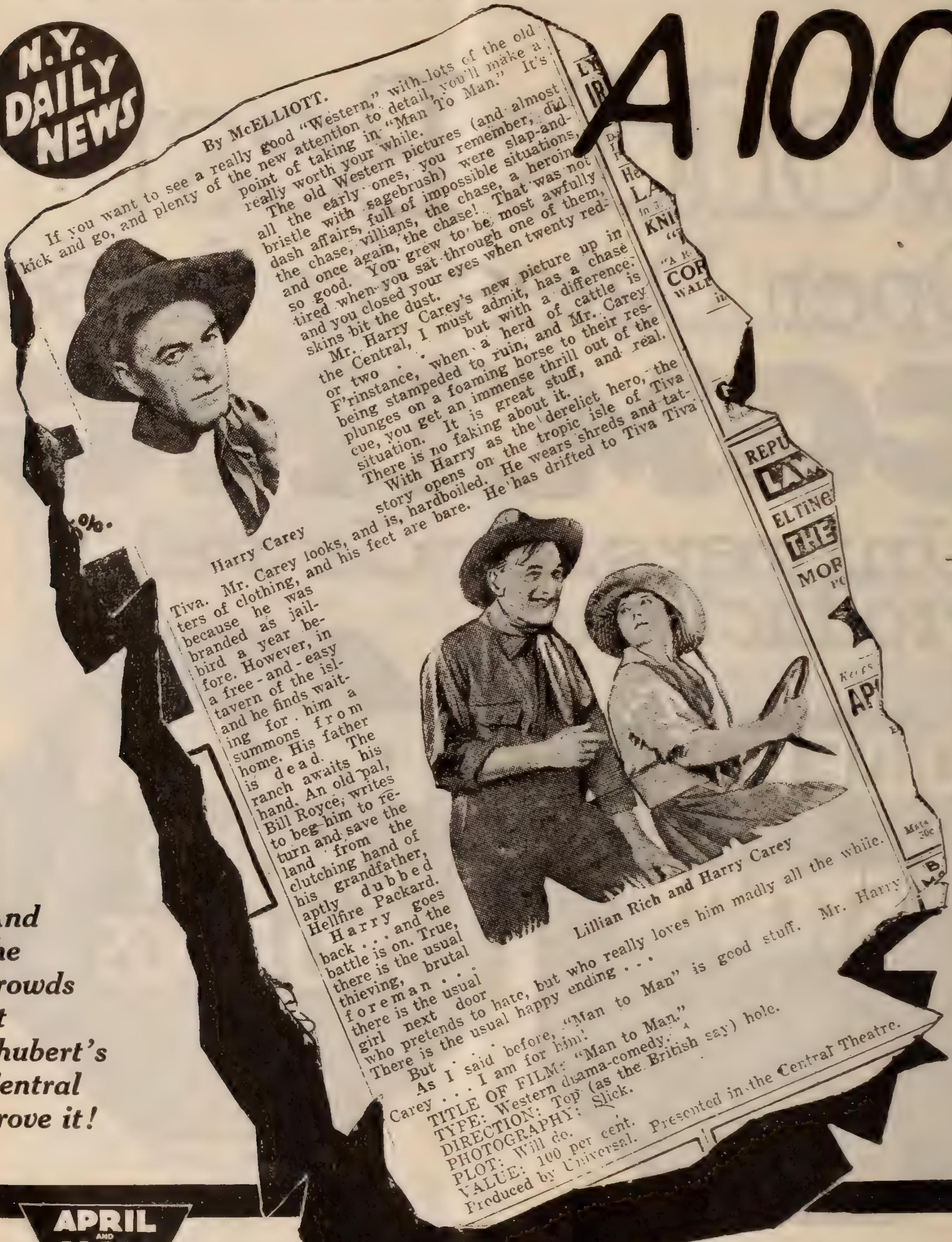
IN

"UNDER TWO FLAGS"

DIRECTED BY TOD BROWNING FROM THE WORLD-FAMOUS NOVEL BY OUIDA. WITH A WONDERFUL CAST HEADED BY JAMES KIRKWOOD........

A 100%

Carl Laemmle offers



N.Y. DAILY NEWS

By McELLIOTT.

If you want to see a really good "Western," with lots of the old kick and go, and plenty of the new attention to detail, you'll make a point of taking in "Man To Man." It's really worth your while.

The old Western pictures (and almost all the early ones, you remember, did bristle with sagebrush) were slap-and-dash affairs, full of impossible situations, the chase, villians, the chase, a heroine, and once again, the chase! That was not so good. You grew to be most awfully tired when you sat through one of them, and you closed your eyes when twenty redskins bit the dust.

Mr. Harry Carey's new picture up in the Central, I must admit, has a chase or two . . . but with a difference. F'rinstance, when a herd of cattle is being stampeded to ruin, and Mr. Carey plunges on a foaming horse to their rescue, you get an immense thrill out of the situation. It is great stuff, and real. There is no faking about it.

Harry Carey

With Harry as the derelict hero, the story opens on the tropic isle of Tiva Tiva. Mr. Carey looks, and is, hardboiled. He wears shreds and tatters of clothing, and his feet are bare. He has drifted to Tiva Tiva because he was branded as jail-bird a year before. However, in a free-and-easy tavern of the island he finds waiting for him a summons from home. His father is dead. The ranch awaits his hand. An old pal, Bill Royce, writes to beg him to return and save the land from the clutching hand of his grandfather, aptly dubbed Hellfire Packard.

Harry goes back . . . and the battle is on. True, there is the usual brutal thieving foreman . . . there is the usual girl next door who pretends to hate, but who really loves him madly all the while. There is the usual happy ending . . .

Lillian Rich and Harry Carey

But "Man to Man" is good stuff.

As I said before, Mr. Harry Carey . . . I am for him!

TITLE OF FILM: "Man to Man."
TYPE: Western drama-comedy.
DIRECTION: Top (as the British say) hole.
PHOTOGRAPHY: Slick.
PLOT: Will do.
VALUE: 100 per cent.
Produced by Universal. Presented in the Central Theatre.

And the crowds at Shubert's Central prove it!

APRIL AND MAY
Exhibitors-Universal Employees Months

A UNIVERSAL —

Picture-Verdict of New York Critics!

"Will revive jaded movie appetites!"
N. Y. Evening World

"Biggest punch of any western!"
New York American

"Not one dull moment!"
N. Y Eve. Telegram

"A picture of surprises!"
N. Y. Tribune

"Carey likable fellow!"
N. Y. Times

"Last word in cinema thrills!"
N. Y. Commercial

HARRY CAREY

and a brilliant cast including Lillian Rich,
Harold Goodwin, Charles LeMoyne and others
in a stupendous drama of adventure in the FAR WEST —

"MAN to MAN"

JEWEL PRODUCTION

Directed by Stuart Paton

From the novel by Jackson Gregory

"Bigg

Photograph of crowd which tried to see "Wild Honey" at the Superba, Los Angeles. Played all week to wonderful business.

"Truly amazing! Thrilling, breath-taking. You'd better see it."
Toledo Times

"Will amaze you with one crashing situation after another - Prepare to gasp."
Milwaukee Journal

"Priscilla Dean is caught in the flood and almost swept to death - How she ever dared to do it is a wonder."
Milwaukee Sentinal

"Super-thriller."
N.Y. Eve. Journal

"Terrific smashing punch. Crashing thrill. Breathless dramatic moments."
Los Angeles Times

"One of the best and most sensational pictures that has come our way in a long time."
Toledo Blade

"WILD

UNIVERSAL - JEWEL

APRIL AND MAY
Exhibitors-Universal Employees Months

est Attraction my theatre has ever known!"

G.H.Jenkinson Mgr.
Victor Theatre
Minocqua, Wis.

EVER SINCE Priscilla Dean's latest picture established new records and packed them in for four solid weeks at Shubert's New Central, N. Y., the record of this picture in other cities has been one continuous blaze of glory! It is one of Priscilla Dean's best pictures, and the live exhibitors who are showing it today are cleaning up—just as YOU can clean up! Get in touch with your Universal Exchange TODAY!

Carl Laemmle presents

PRISCILLA DEAN

In her crowning success—a
stupendous picturization of

HONEY"

rom the famous novel by Cynthia Stockley

Directed by Wesley Ruggles

THEY

"The

Universal-Jewel
COLLIER'S SERIES

Directed by **HARRY POLLARD**

SAW!— THEY CAME!— THEY PACKED THE HOUSE!

FEATURE "THE LEATHER PUSHERS" as you would a big special and you'll find they'll draw as much at the box-office as the long features! That's what The Merrill did — and that's why the thousands of readers of H. C. Witwer's famous stories packed the Milwaukee house! This marvelous series of two-reel features deserves feature position, and live showmen know it! Book them—exploit them—and watch your receipts jump!

Carl Laemmle
presents

REGINALD DENNY

in the famous Collier's Weekly Stories by H.C. Witwer

"LEATHER PUSHERS"

Written by Exhibitors who know—

HARRY CAREY

IN

"THE FOX"

Directed by Robert Thornby

PRESENTED BY CARL LAEMMLE

"—is a grand success!"

RIALTO THEATRE, OKLAHOMA CITY, OKLA.

"—is a crackerjack Western!"

WIGWAM THEATRE, OBERLIN, KANS.

"—pulled wonderfully for us!"

REX THEATRE, SALMON, IDAHO

"—held them out until 10 P.M.!"

MONOGRAM THEATRE, CHICAGO, ILL.

"—did more business than "The Kid"

MISSION THEATRE, SEATTLE, WASH.

A UNIVERSAL-JEWEL PRODUCTION

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, Editor.
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Vol. 15 APRIL 15, 1922 No. 9

Universal Moviegrams

CARL LAEMMLE will not permit his daughter, Rosabelle, to go on the screen, but he has accepted a title of her selection, "The Man Who Married His Own Wife," for Frank Mayo's latest.

MARIE PREVOST says that she likes to look homely, wear clothes that look queer, and play rôles that are "severe and impressionable." Can you imagine that, with a face and figure like hers?

ED HEARN and Hal Cooley will support Marie Prevost in T. F. Montayne's magazine story, "Her Night of Nights." Production has just started under the direction of Hobart Henley at Universal City.

A fan wrote in to know what Hoot Gibson used to refurnish his ever-smiling countenance. You would never guess that his favorite dish was pickled pigs' feet on rye bread. Honest!

ALTHOUGH "The Adventures of Robinson Crusoe" has been produced in serial form in fidelity to Defoe's book, yet the producers have drawn on their imagination slightly when they introduced the mysterious white girl, the descendant of the Spaniards, who were actually in the story. The part is played by Margaret Livingstone, somewhat new to pictures,

BARBARA BEDFORD is getting very popular at Universal City. Having supported Hoot Gibson in "The Land of the Lost," she is now being cast in support of Frank Mayo in "Out of the Silent North."

THE latest selection for the cast to support Priscilla Dean in "Under Two Flags" is Ethel Gray Terry. You probably remember that Ethel played opposite Earle Williams in a number of productions.

MARIE PREVOST has been selected to play the star rôle in "Her Night of Nights," *Snappy Stories* yarn by C. S. Montayne. Hobart Henley will direct the Universal Special Attraction.

UNIVERSAL announces that it will postpone the release of the most interesting serial to date, "In the Days of Buffalo Bill," until Fall. Art Acord is the star, but Duke R. Lee plays Buffalo Bill. A strong cast supports the star.

APRIL AND MAY
Exhibitors-Universal Employees Months

"SMASHED EVERY RECORD SINCE HOUSE OPENED SIX YEARS AGO!"

LONG BEACH, CALIF., APRIL 4, 1922.

"FOOLISH WIVES" OPENED AT LIBERTY THEATRE SUNDAY, APRIL 2, AND SMASHED EVERY BOX-OFFICE RECORD SINCE THE HOUSE OPENED SOME SIX YEARS AGO. EVERY ONE DELIGHTED WITH PICTURE. HUNDREDS TURNED AWAY. HAD A LINE ALMOST ALL DAY. NEWSPAPER CRITICS GAVE US GREAT STORY ON PICTURE AND PRESENTATION. THANK YOU FOR GIVING ME THE OPPORTUNITY AND PLEASURE OF SENDING YOU THIS KIND OF NEWS.

FRANK L. BROWNE,
MANAGER LIBERTY THEATRE.

My Challen

No. 276.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

Do you feel friendly toward the Universal?

Do you believe the Universal has been a help to you at any time, or all the time, during the past ten years?

Do you think you would be as well off today if the Universal had not licked hell out of the would-be Film Trust of years gone by?

Do you agree that the Universal has stood between you and various forms of trickery and oppression, protecting you from trouble time after time, year after year?

Do you know by experience that the Universal has, on the average, and in the long run, given you better pictures at live-and-let-live prices than others have given you at higher prices?

Do you feel a little grateful to know that all these years there was a sense of security in the back of your head, inspired by the Universal and its methods and its principles?

Well, if your answer is "YES" to all these questions, may I be permitted to hint in language several feet high that NOW IS THE TIME TO SHOW YOUR COLORS?

The Universal is celebrating its Tenth Anniversary, not by cooking up some new way of hamstringing the exhibitors, but by turning over all of its exchanges to UNIVERSAL EMPLOYEES for the months of April and May. The lion's share of the profits for those two months will go to our employees, but they have worked out various ways of sharing their profits with YOU!

I invite you to! I ask you to! I URGE YOU TO!

ge to Exhibitors!

I hope all of you who are oldtimers will join hands with the Universal and make this the biggest affair of its kind in the history of moving pictures. I hope those of you who are comparatively new in the business are familiar enough with conditions to know that THE UNIVERSAL WILL BE YOUR MAINSTAY IN THE FUTURE JUST AS IT HAS BEEN THE STABILIZER OF THE BUSINESS IN THE PAST.

If mergers keep on merging, if the producing field keeps on narrowing down to fewer and fewer companies, ALL THE MORE REASON WHY YOU MUST MAKE UNIVERSAL BIGGER AND STRONGER EACH YEAR HEREAFTER AS YOU HAVE MADE IT BIGGER AND STRONGER EACH YEAR IN THE PAST.

If you get pinched for product at any time in the future, the Universal can always produce more than enough to keep you supplied.

The making of the first million-dollar picture in the history of the world showed you our hand and part of our strength. There is no limit on what Universal can do SO LONG AS IT GETS THE FULLEST SUPPORT POSSIBLE FROM YOU.

Our facilities are so vast at Universal City that we could make ALL THE PICTURES NOW BEING MADE IN AMERICA by simply adding one company after another to our present staff.

Therefore, no merger or mergers can push you off the map. You can always keep your theatres on a profit-making basis with Universal product, EVEN IF EVERY OTHER COMPANY IN THE BUSINESS SHOULD REFUSE TO SUPPLY YOU.

If this promise clears away some of your worries about the future and if you feel that our record of the past has been as good a record as you yourself could have made, had you been running the Universal, THEN COME ON IN AND HELP US CELEBRATE!

The stronger your response to this call, the more I will know you are with, and back of, the Universal. And the more I know that, the more I will dare to GO AHEAD AT A FASTER PACE THAN EVER!

Are you with us and how are you going to show it?

WOULD YOU LET YOUR
ANOTHER

THAT'S WHAT ALARIC
ADVERTISING AND EX

CARL LAEMMLE
OFFERS

READ
AND
USE
YOUR
PRESS
SHEET!

APRIL
AND
MAY
Exhibitors-
Universal
Employees
Months

A UNIVERSAL SPECIAL ATTRACTION

WIFE MAKE LOVE TO
MAN FOR YOUR SAKE ?

EWIN DID — ASK THAT QUESTION IN YOUR
ITATION — AND CASH IN AT YOUR BOX-OFFICE

NOT only is this picture the best thing Miss duPont has done, but its theme guarantees exploitation that will take your town by storm! Paul Scardon has made Dolf Wyllarde's powerful novel into a still more powerful photoplay which carries a message to every wife in your town. It's up to you to see that she gets it! Use your campaign book when you book this picture. It means money at the box-office.

Miss du PONT

IN AN ABSORBING DRAMA OF A BEAUTIFUL WIFE
WHO WAS WILLING TO DO ANYTHING FOR HER
HUSBAND AND DID TOO MUCH —

"A WONDERFUL WIFE"

DIRECTED BY PAUL SCARDON
FROM THE NOVEL BY DOLF WYLLARDE

WATCH FOR THE RELEASE DATE !

Material to Help You Put Over M

A Broken Heart Is Cupid's Best Material. In "A Wonderful Wife" the Husband Watches His Wife Vamping Another Man and Then He's Easily Caught in the Spider's Web Himself!

* * *

Will a Real Man Stand and Watch His Wife Vamping Another Man Without Objecting, Even Though It's for a Good Purpose? See "A Wonderful Wife"—There's a Lesson In It.

Is It Only a Sense of Duty When a Wife Offers to Vamp Her Husband's Enemy to Help Smooth Things Over? Or Is It Something He Had Better Be Worried About? See "A Wonderful Wife," with Miss duPont, the Exquisite Blonde of "Foolish Wives."

* * *

Monotony Will Kill Any Love If You Give It Time! That's What "A Wonderful Wife" Came Near Discovering, but She Was Too Wonderful a Woman to Let It Happen. See the Picture. Miss duPont, the Famous Beauty of "Foolish Wives," Is the Star.

* * *

No Woman Knows What a Dull Married Life Is Until She Has Tasted the Monotony of Existence in an Army Post at One of the Ends of the World. With a Husband Wrapped Up in His Military Ambitions, the Only Thing She Can Do Is Vamp the Commandant of the Station! See "A Wonderful Wife," with Miss duPont, the Blonde Beauty of "Foolish Wives."

* * *

See that Beautiful Blonde of "Foolish Wives," Miss duPont, as "A Wonderful Wife," a Woman Who Vamped Other Men as a Wifely Duty!

* * *

She Was Such a Good Wife! The Heroine of "A Wonderful Wife" Even Offered to Vamp Her Husband's Boss as a Wifely Duty!

* * *

AT A GLANCE

TITLE — "A WONDERFUL WIFE"

BRAND — Universal Special Attraction.

STAR—MISS duPONT.

PREVIOUS SUCCESSES—"FOOLISH WIVES," "The Rage of Paris," "False Kisses" and "Shattered Dreams.'

SUPPORTING CAST—Vernon Steele, Landers Stevens, Charles Arling, Ethel Ritchie, Harris Gordon and Nick DeRuiz.

DIRECTED BY—Paul Scardon, director of "False Kisses" and "Shattered Dreams."

STORY BY—Dolf Wyllarde, published as "The Rat Trap," a novel.

SCENARIO BY—Arthur Statter, now editor of the serial and short reel scenario department at Universal City.

TIME—Today.

LOCALE—A British island post off the coast of Africa, where monotony of existence sometimes makes the social life of the military set "fast."

* * *

CAST

CHUM	Miss duPONT
Alaric	Vernon Steele
Gregory	Landers Stevens
Halton	Charles Arling
Diana	Ethel Ritchie
Nugent	Harris Gordon
Native Groom	Nick DeRuiz

YOUR THEATRE

ALL
NEXT
WEEK

What Would *You* Do, If *Your* Wife-----?

Every Married Man or Woman Will Find Something Interesting in Watching the Woman in "A Wonderful Wife" Vamping Another Man While Her Husband Looks Placidly On — for a Time. He Ceased to Be So Placid When It Got Serious.

See Miss du Pont *as*

"A Wonderful Wife"

(Specimen newspaper ad made by combining scene cut and display line)

s du Pont in "A Wonderful Wife"

MISS du PONT IN "A WONDERFUL WIFE"
IT'S A UNIVERSAL

THUMB NAIL THEME

CAPTAIN ALARIC LEWIN calls his wife "chum" because she takes an interest in his work and advancement in the military service of Great Britain. When he is sent as secretary and A. D. C. to Commisioner Gregory of Key Island off the coast of Africa, she takes such a strong interest that she determines to "vamp" Gregory and thereby win for her husband a better post. As she thus does her "wifely duty," her husband finds attraction in the eyes of Diana Churton, whose husband has been sent on an expedition and has left her alone in the monotonous place. "Chum" more than gains her object; Gregory, the woman-hating administrator, is inflamed with passion for her. The showdown on the two flirtations comes when Gregory, who has received orders from England to send Lewin to Malta, a better post, sends him instead to the darkest part of Africa on a punitive expedition. He does this to be rid of him, and Diana cattily tells this to Lewin's wife. Immediately "Chum" departs with armed guards for the interior to find her husband and bring him back from almost certain death. Gregory follows and the climax comes in the jungle.

MISS du PONT IN "A WONDERFUL WIFE"
IT'S A UNIVERSAL

Use This For Your Herald

CAPTAIN ALARIC LEWIN had been sent into the darkest African jungles by Gregory, administrator of Key Island, his superior. Gregory wanted Lewin's wife and wanted her badly enough to defy orders from the home office in England and send Lewin to practically certain death.

Lewin had always called his wife "Chum." She was enough of a chum to go straight to Gregory the minute she was informed why her husband had gone into Africa.

Across Gregory's table the two faced each other; Gregory the woman-hater and the woman who had successfully "vamped" him.

He was inflamed with passion, so strong that it made him virtually murder a man to get his wife.

She was mad, mad clear through with the frenzied fear of a woman when she discovers that the man she loves is in grave danger through her own blindness; she had "vamped" Gregory for her husband's good!

He laughed coldly, cynically.

In a flash a gun in her hand warned him that he was not dealing with the soft woman he had known. He "came across" with an order for Lewin's return and an order for armed men to accompany Lewin's wife on a search for him.

As she left for the mainland to search through fever-infested jungles for her husband, Gregory crept after in another boat with a large party.

This vivid bit of drama is from the Universal attraction, "A Wonderful Wife," starring Miss duPont, at this theatre next..................................

REGARDING THE STAR

HUNDREDS of stories have been written and printed broadcast about girls who fought their way inch by inch to stardom in screenland. Some of these tales are pathetic, very full of sad things, the real things of life.

That story cannot be told about Miss duPont, however. The exquisite blonde beauty who is the star of "A Wonderful Wife," the Universal special attraction at the....................theatre next.........................., broke into pictures via two small parts in a studio where she worked first as a modiste, and before she could draw her breath was rewarded for having superior qualifications by being made the leading feminine figure in the most talked-of picture ever produced, Erich von Stroheim's million-dollar Universal masterpiece, "Foolish Wives," which is startling the world.

There are three things on which success in screendom may come to any girl; a vivid personality that attracts directors, a rare, exotic beauty or a general, all-around combination of beauty, brains and personality.

From "Foolish Wives" Miss duPont went into starring position at once. With the benefit of Von Stroheim's training, she went to work under other directors impersonating figures that have strong appeal for the majority; most of her rôles are of women who meet the problems every woman knows, in a different guise and under dramatic circumstances. "A Wonderful Wife" is her fourth stellar vehicle, directed by Paul Scardon from Dolfe Wyllarde's novel, "The Rat Trap."

PLAY UP—

The fact that Paul Scardon, director, and Dolf Wyllarde, author, and Arthur Statter, scenarist, of "A Wonderful Wife," are British, and familiar with the British military service in all its ramifications and the monotony of its life, on which the story is based.

Miss duPont, the blonde beauty star of the screen, whose reputation is built on "The Rage of Paris," "False Kisses," "Shattered Dreams" and "Foolish Wives."

Her appearance in the leading feminine rôle of the most costly film spectacle ever made, Von Stroheim's sensational Universal production, "Foolish Wives." No actress has ever had a better appearance!

phen

prais

their

" 'Foolish Wives' is a revelation."

—Boston Advertiser.

" 'Foolish Wives' is brilliant."

—Los Angeles Examiner.

"One wonders — one delights —one marvels at it."

—San Francisco Call.

"Universal comes across BIG. Those who see it will not soon forget it."

—Chicago Tribune.

"A photoplay that will long linger vividly in the memory."

—Philadelphia North American.

"Among the best films we have ever seen."

—Baltimore Evening Sun.

"Masterpiece. Magnificent production."

—New York Sun.

"Masterpiece of production. Story dressed in regal magnificence."

—Phila. Evening Public Ledger.

"The wonder of the generation. Easily the most brillian screen document in years."

—Oklahoma City Republic.

"Surpasses all former films."

—New York Telegram."

"Hypnotizing. Impossible o resistance."

—Los Angeles Express.

"Teems with scenes that strike the spectator fairly between the eyes and make him sit up.'

—Motion Picture News.

Carl Laemmle's
supreme production

"Foolish

menal

— critics are left powerless to express amazement in words!

Picture without a flaw. Best icture I have ever seen."

—*New York Tribune.*

It will prove a sensation at e box-office."

—*Greater Amusements.*

It is amazing. A big pic-re."

—*Boston Herald.*

Excels in many ways any-ing hitherto done on the creen."

—*Los Angeles Evening Herald.*

"No one should miss it."

—*Boston Telegram.*

"The wonder of it all is its superb authenticity."

—*Chicago Evening American.*

"Cannot be overpraised as a stupendous and magnificent screen production."

—*Philadelphia Record.*

"Has every element to make it the picture of the year."

—*San Francisco Bulletin.*

"As fine as any picture ever made in this country. One hates to leave it."

—*New York Telegraph.*

"One of the year's best pictures. You will have to get it eventually."

— *Film Daily (Wid's.)*

"The widest variety of picture values seen upon the screen in many a moon."

—*Exhibitors Trade Review.*

Universal Super-Jewel
by and with Von Stroheim

Wives"

Stupe
busin
onslaugh

"THE tremendous lines of Los Angeles theatregoers who have greeted 'Foolis Wives' at Mission Theatre prove it a one hundred per cent. box-office attraction. Receipt far in excess of any picture heretofore show at this theatre. I believe this picture will b the big bright spot of the season for exhibitors Capacity house greeted our premier performance. Seats sold at five, three and two dollars. Fully anticipate a run of from eight t ten weeks. Congratulations."

Harry David, Managing Director,
Mission Theatre,
Los Angeles, Cal.

"'FOOLISH WIVES' opening day at People's Theatre beat record attendance by two hundred twenty-four admissions. Second day beat first by one hundred ninety-six admissions. Picture is the most talked-of subject in Portland. With weather conditions remaining as they are it will break all records."

J. N. MacMeekin,
People's Theatre,
Portland, Ore.

"IMPERIAL played Wednesday to fifty-tw hundred seventy-nine people notwithstanding heavy rain all evening since six-thirty. Picture receiving great publicity an mouth to mouth advertising. All previou records of any picture production in any San Francisco theatre completely shattered."

C. A. Nathan.

Carl Laemmle's
Supreme Production

"FOOLISH

ndous

ss

— Records Everywhere
are crumbling before the
# of this terrific sensation

"FIRST opportunity I've ever had to comment so favorably on any picture. Was actually stunned to see record-breaking results of opening today. Although situated outskirts picture drew people from every part city. Couldn't handle crowds. What pleases most is excellent opinion of patrons. Exploitation possibilities can't be beat. Looking forward confidently to phenomenal success with engagement, 'Foolish Wives.'"

A. Dobbs, Manager,
Empire Theatre,
Milwaukee, Wis.

"FIRST week's business with 'Foolish Wives' at the Roosevelt Theatre indicates record run on State Street. Press and public unanimous in their unqualified praise."

Nathan Ascher,
Roosevelt Theatre,
Chicago, Ill.

"'FOOLISH WIVES' opened to greatest crowd Criterion ever had. Without exaggeration thousands turned away. Success of Buffalo positively assures success for entire State."

M. A. Chase.

Universal Super-Jewel

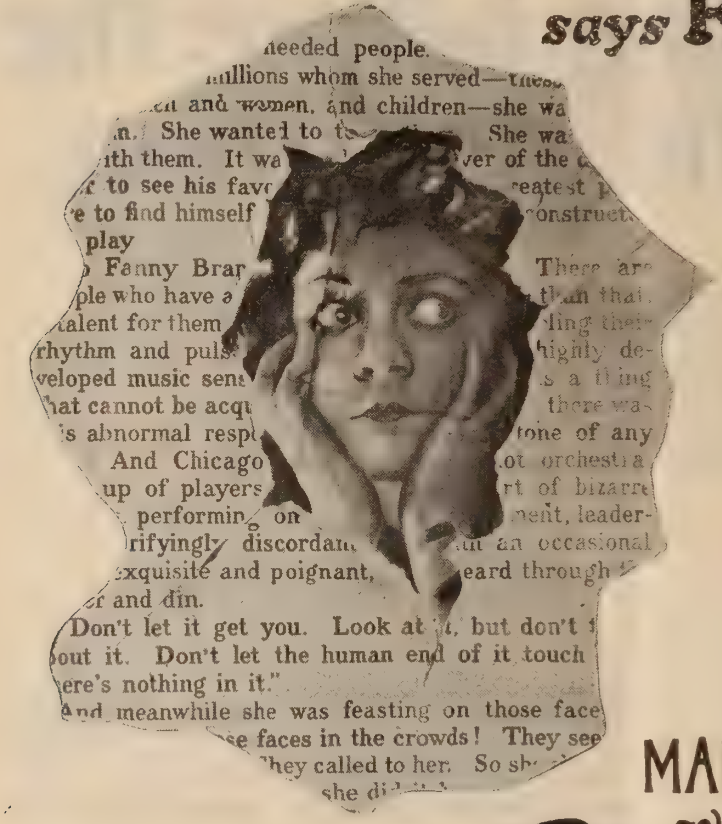
by and with Von Stroheim

WIVES"

"Went over with a BANG!"

says Fred S. Meyer

Palace Theatre
Hamilton O.



needed people.
millions whom she served—these
and women, and children—she wa
n. She wanted to t
ith them. It wa ver of the
to see his fav reatest
e to find himself onstruct
play
Fanny Brar There are
ple who have a than that
talent for them ling their
rhythm and puls highly de-
veloped music sen s a thing
hat cannot be acq there was
's abnormal resp tone of any
And Chicago ot orchestra
up of players rt of bizarre
performing on nent, leader-
rifyingly discordan ut an occasional
exquisite and poignant, eard through
r and din.
Don't let it get you. Look at it, but don't
out it. Don't let the human end of it touch
ere's nothing in it."
And meanwhile she was feasting on those face
se faces in the crowds! They see
They called to her. So sh
she did

"Played to capacity!"
—Capitol Theatre, McKeesport, Pa.

"It's a revelation!"
—Cozy Theatre, Winchester, Ind.

"Nothing but praise from our patrons!"
—Shakespeare Theatre, Chicago.

"It can't be beat!"
—Hancock O. H., Austin, Texas.

"You don't need to worry with this Jewel!"
—Ioka Theatre, Exter, N. H.

Carl Laemmle *presents*

MABEL JULIENNE SCOTT
with STUART HOLMES *in*

"No Woman Knows"

The Amazing Story of "FANNY HERSELF" by EDNA FERBER
Directed by Tod Browning

UNIVERSAL JEWEL

Six Jersey City Theatres Play "Foolish Wives"

On Day and Date Booking by Agreement Pooled Advertising and Exploitation Makes Big Splash

ONE of the most unusual day and date runs ever put over in the film business took place last week in Jersey City and its vicinity, where six competing theatres simultaneously played "Foolish Wives," the big Von Stroheim Super-Jewel production. The six theatres pooled their advertising and created one of the biggest advertising splashes in the local newspapers ever attempted for moving pictures in that section.

The day and date combine was entered into by the following theatres: The Roosevelt Theatre, West Hoboken; the Central Theatre, Jersey City; the Pastime Theatre, Union Hill; the Lincoln Theatre, Union Hill; the Tivoli Theatre, Jersey City, and the Fulton Theatre, Jersey City. The Roosevelt, the Central, the Pastime and the Lincoln Theatres pooled the advertising for their zone, and the Tivoli and Fulton Theatres for their zone.

The run in each theatre included the three days, Monday, Tuesday and Wednesday. The newspaper advertising was marked with full-page spreads, half-page spreads and quarter-pages. The newspaper campaign was supplemented by an extra large showing of 24-sheets, 1000 one-sheets and several hundred posters of other sizes. Among the exploitation tie-ups was a "broken record" music store tie-up which created great interest. The window, filled with phonograph records and decorated with photographs advertising the picture, contained a placard reading somewhat as follows: "'Foolish Wives' Breaking All Records!" etc.

That the concentration of advertising made a hit with Jersey City theatregoers was proved by the long lines that appeared at the box-offices of the various theatres on the opening night. The theatre owners reported that the combined presentation was a huge success, and did much to establish each theatre's good will among its patrons, in thus supplying the big Monte Carlo picture as a first run attraction.

Charles Rosenzweig, sales manager of Universal's New York Exchange, who arranged the unique Jersey City presentation, reports that Fox's Audubon and Academy Theatres, New York City, which opened this week for a seven-day showing of "Foolish Wives," also are playing to surprising business. These two theatres heretofore have adhered to a split week showing, "Foolish Wives" being booked for a solid week against custom and precedent in those houses.

A similar situation exists in Fox's Folly, Ridgewood, and Bedford's Theatres, Brooklyn, and in Keith's Halsey and DeKalb Theatres, Brooklyn, which have just signed up to play "Foolish Wives" week and week, an arrangement never before brought about in those houses.

Bookings for "Foolish Wives" continue to pour into the Universal office, the sales department of that film corporation reports. Among the Chicago theatres which have booked the Super-Jewel for from four days to a week's showing are the Pantheon, Senate, Tivoli, Central Park, Kenwood, Metropolitan, Portage Park, Crown, Frolic, Terminal, Rosewood, Oakland Square, Adelphi, Calo, Knickerbocker, Crawford, Covent Garden, West End, Pershing, Lakeside, Michigan, Ellentee and Wilson.

Judging from advance indications, "Foolish Wives" will continue to make film history throughout the country.

APRIL AND MAY Exhibitors-Universal Employees Months

Ohio Censors Hold Up News Reel

Patrons Complain When International News Disappears From Sunday Screen

A NEW aspect of the censorship muddle in the State of Ohio, and one which hits directly at the moving picture public of that State, has resulted from the Ohio Censor Board's attitude towards news reels.

The week-end print of the International News, it is understood, reaches Ohio early Saturday afternoon. Being news and needed for immediate release, it should be censored without delay so that theatres throughout the State might show it Saturday night or Sunday.

Mrs. Snow has definitely refused, however, to censor this reel after 12 o'clock on Saturdays. Therefore, it has to lay on the shelf until Monday. That this situation strikes home to the picture patrons, is evidenced by the following letter, which appeared in the Ohio State Journal, Columbus, Ohio, March 28.

"Editor Ohio State Journal:

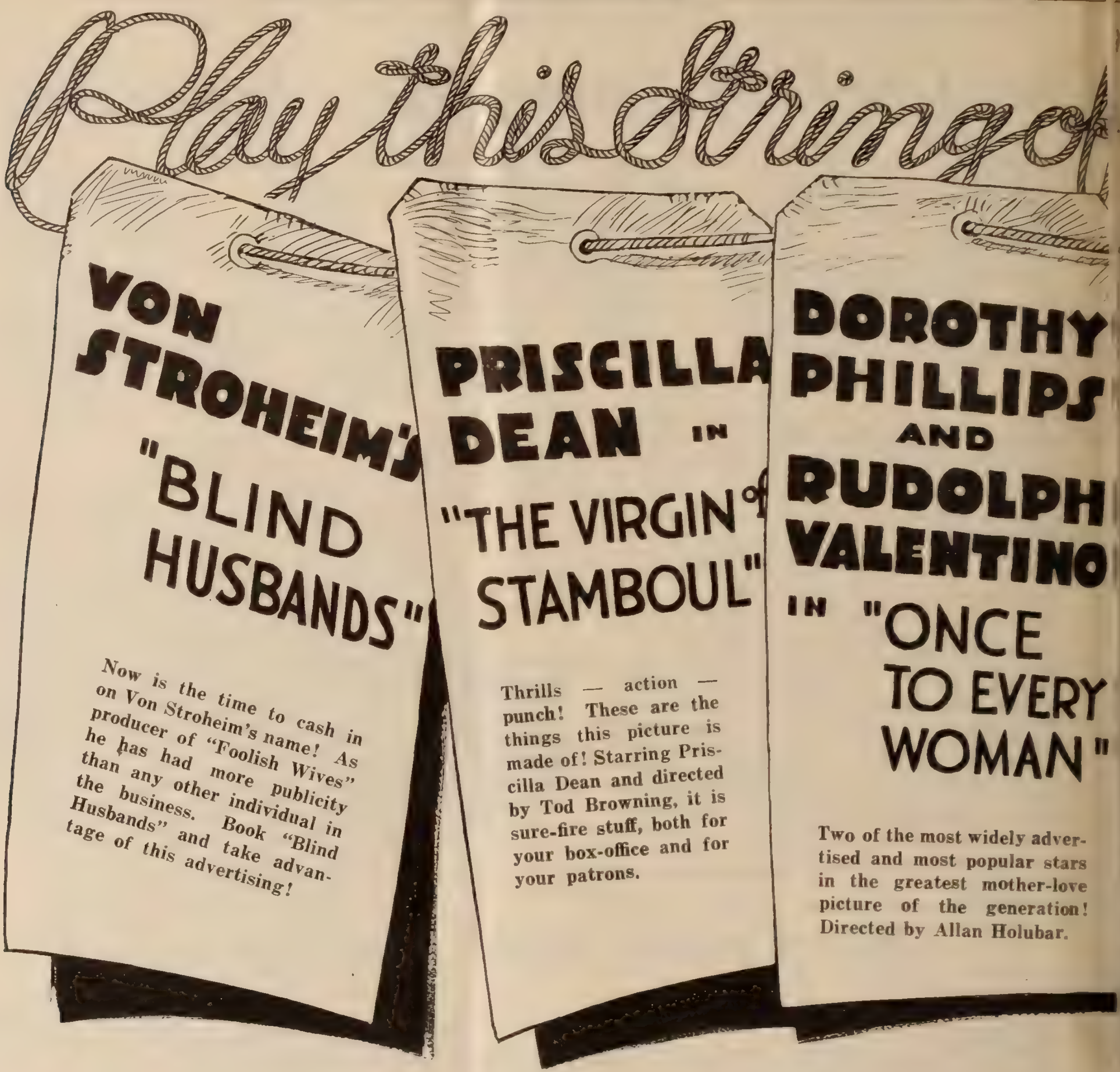
"On attending the James Theatre on Sunday afternoon I was much disappointed to find that no International News was shown. This has happened before on Sunday, not only at the James but at other theatres, and I wish to make an emphatic protest against what appears to be a growing custom.

"There are many workers who cannot conveniently see a picture on any day but Sunday and it is certainly wrong that they should be deprived of the news, one of the most interesting and instructive features of the screen. For my part, I prefer it to a dozen comedies and screen magazines. It has been rumored that the censors of this State are not attending strictly to their business and that the news is not reviewed in time to be shown on Sunday. If this is true, these people should be removed and others appointed who will be faithful to their duties. Possibly the omission is the fault of the managers, who do not appreciate the interest felt in this feature. I have heard several disapproving comments upon the new management and am sure that it does not meet the approval of the public.

"Whatever the cause, I hope steps will be taken to make the news again a regular feature of the Sunday program. It is thoroughly unjust that we should be cheated out of the International News on the only day on which we depend upon seeing it.

Yours very truly,

(Signed) A. D. CRUIKSHANK.



VON STROHEIM'S "BLIND HUSBANDS"

Now is the time to cash in on Von Stroheim's name! As producer of "Foolish Wives" he has had more publicity than any other individual in the business. Book "Blind Husbands" and take advantage of this advertising!

PRISCILLA DEAN IN "THE VIRGIN of STAMBOUL"

Thrills — action — punch! These are the things this picture is made of! Starring Priscilla Dean and directed by Tod Browning, it is sure-fire stuff, both for your box-office and for your patrons.

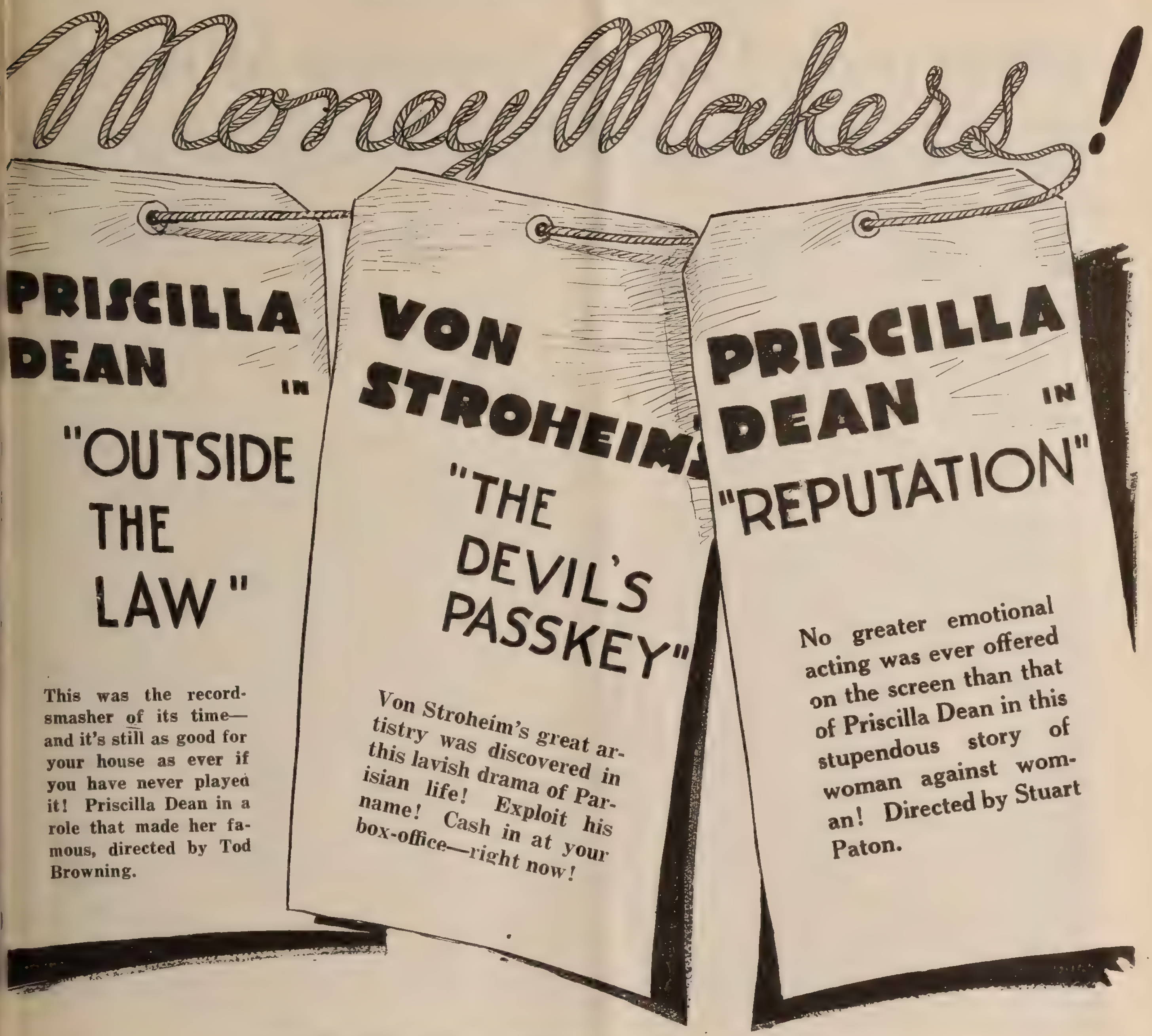
DOROTHY PHILLIPS AND RUDOLPH VALENTINO IN "ONCE TO EVERY WOMAN"

Two of the most widely advertised and most popular stars in the greatest mother-love picture of the generation! Directed by Allan Holubar.

HERE are six JEWELS of proven box-office value. They have broken records all over the country, and are still good for handsome profits.

See Your Universal Exchange

6 Great Succes



Money Makers!

PRISCILLA DEAN IN

"OUTSIDE THE LAW"

This was the record-smasher of its time—and it's still as good for your house as ever if you have never played it! Priscilla Dean in a role that made her famous, directed by Tod Browning.

VON STROHEIM'S

"THE DEVIL'S PASSKEY"

Von Stroheim's great artistry was discovered in this lavish drama of Parisian life! Exploit his name! Cash in at your box-office—right now!

PRISCILLA DEAN IN

"REPUTATION"

No greater emotional acting was ever offered on the screen than that of Priscilla Dean in this stupendous story of woman against woman! Directed by Stuart Paton.

EXHIBITORS who deliberately pass up these masterpieces are passing up cold, hard cash! There's a cleanup in 'em for any house, anywhere!

Today Regarding These

Proven Jewels

Reviewers Praise "Foolish Wives"

Newspaper Critics Throughout Country Hail von Stroheim's Super-Jewel Without Stint

IN every city where "Foolish Wives," the Universal Super-Jewel made by Erich von Stroheim has been shown, the newspaper interviewers have welcomed it with unstinted praise. From Boston to Los Angeles, the production has been hailed by the press as a screen marvel. Many critics unqualifiedly brand it as the greatest picture ever made. "Magnificent, gorgeous, remarkable, artistic, masterpiece" are some of the adjectives lavishly used by the reviewers in describing the film.

AT the premiere of "Foolish Wives" in the Central Theatre, New York City, the picture was greeted enthusiastically by the reviewers as well as the public. The following commendations were made by the reviewers: The Evening Telegram—" 'Foolish Wives' is the most extravagant of all American films and one of the most absorbing." N. Y. Sun—" 'Foolish Wives' is a masterpiece. Never in a photoplay has there been a greater profusion of beautiful scenes—not even Dietrichstein knows more about loving than Stroheim." Evening World—"Out-Griffiths Griffith. 'Foolish Wives' is a big film." New York Times—" 'Foolish Wives' teems with scenes that mean something—that throw light on character and action that strike the spectator fairly between the eyes and make him sit up and read pictures." Evening Post—"Monte Carlo and Monaco—in all their renowned beauty—form the background for 'Foolish Wives,' the photoplay which came to the Central Theatre last evening. Or, one should say, a remarkable production of these two places in which the Universal Film Manufacturing Company has achieved a rare feeling of reality, solidity, and charm in the settings." New York American—"Rush to the Central Theatre and see 'Foolish Wives.' " The World—" 'Foolish Wives' is an admirably photographed yarn of Von Stroheim in his adventures with the ladies of the fast and wicked Monte Carlo. Mr. von Stroheim has done fine things with 'Foolish Wives.' " Evening Journal—"Stroheim adds to his laurels as the most convincing villain, but showed a master hand in directing; the plot itself comprising situations that kept up just the right tincture of suspense—swept along on a bewildering wave of color." The Tribune—"We were so fascinated with 'Foolish Wives' we never once thought of its mechanics." The Herald—" 'Foolish Wives,' which took almost a year to make, presented a whirl of sensations in which one was aware that money had indeed been poured out. It made one realize that every possibility of the screen had not been exhausted."

FOLLOWING its success in New York, "Foolish Wives" was presented in Chicago at the Roosevelt Theatre. Chicago also greeted it with great enthusiasm.

Mae Tinee in the Chicago Tribune said: "At last Universal comes across and comes across BIG. 'Foolish Wives,' so long advertised as a wonder picture, proves to be that thing. The picture is filled with surprises and the touches here and there change what might be artificial photography into a work of genius. Those who see 'Foolish Wives' will not soon forget it."

The Chicago Journal said: "A new picture—a great picture, with a story of emotionalism and of great powers."

Chicago Daily News said: "A thrilling, melodramatic story. No fault can be found by anyone. Plenty of praise for the acting, the photography, the continuity, the titling, and everything that goes to make up a momentous picture which is 'Foolish Wives,' Erich von Stroheim's crowning achievement."

LOS ANGELES HERALD said: "Here at last—'Foolish Wives.' It is Universal's greatest achievement. It is a production you and I shall not soon forget. The Monte Carlo scenes are beautiful beyond description. These episodes are the very acme of realism. The picture is bewildering."

Los Angeles Examiner said: " 'Foolish Wives' is a remarkable exposition of the ways of a woman-killer, is strong dramatically, well acted and full of life, color, action and excellent photography. It is a marvel. It is the most ambitious product ever released by Universal."

Los Angeles Times said: " 'Foolish Wives' is utterly different from anything that has ever come to the silver sheet. In its vivid background, its sketching of life, manners and customs. It is a remarkable picture. It is the most remarkable production of the motion picture industry to-day. To gather every colossal scene the screen reveals or to watch every corner of the colorful life unfolded, a dozen eyes would be necessary.

SAN FRANCISCO BULLETIN said: "Thousands went to see 'Foolish Wives' the first day shown, and all pronounced it a gigantic success. Not for many months have so many people clamored to see a picture, and from the box office angle, yesterday probably proved a record breaker. The production has every element to make it the big picture of the year."

San Francisco News said: " 'Foolish Wives' is the creation of a genius. It came to town yesterday. It was seen and it conquered, disappointing nobody except those who came prepared to be shocked. Von Stroheim is a genius. One affirms this after seeing the remarkable picture in which he figures both in a leading role and as director."

San Francisco Call said: "One wonders and delights at its artistic beauty; one marvels at the lavishness of its background; it is easy and just to praise the artistic groupings, the lighting and the photography."

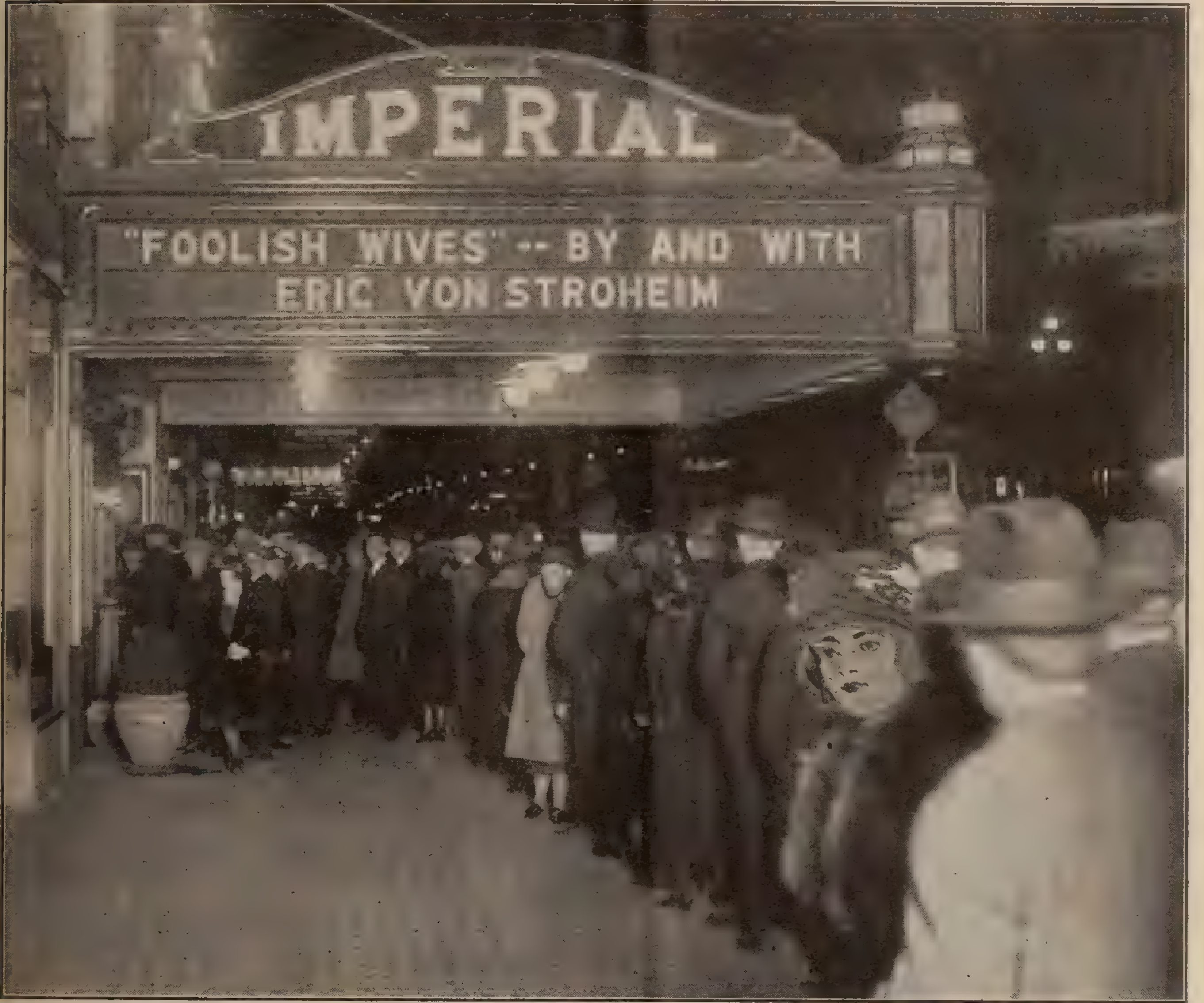
San Francisco Examiner said: " 'Foolish Wives' is a triumph. Director von Stroheim has made a gorgeous picture with some remarkable scenes, thrilling action, surprises and much melodrama."

THE 'Frisco Chronicle said: " 'Foolish Wives' is a remarkable picture. This magnificent von Stroheim masterpiece drew throngs to the Imperial Theatre yesterday. They came out satisfied, even enthusiastic over what they had seen. 'Foolish Wives' may be set down at once as among the greatest film productions of the age."

Boston Globe said: " 'Foolish Wives' at the Park Theatre is a film of surprising magnificence and sensational appeal. Thousands of people stood in line to purchase tickets. Von Stroheim has directed one of the most artistic photoplays of the decade. As a spectacle of beauty and realism, the picture has scarcely

APRIL AND MAY
Exhibitors-Universal Employees Months

Imperial Breaks All Coast Records With Super-Jewel



All San Francisco Records Were Shattered by "Foolish Wives" When the Von Stroheim Million-Dollar Film Was Shown at the Magnificent Imperial Theatre.

been excelled by anything that has been produced here in months. It is well worth seeing."

The Boston American said: "'Foolish Wives' proves to be a most amazing production. Pictorially speaking, it is magnificent. The scenes are gorgeous."

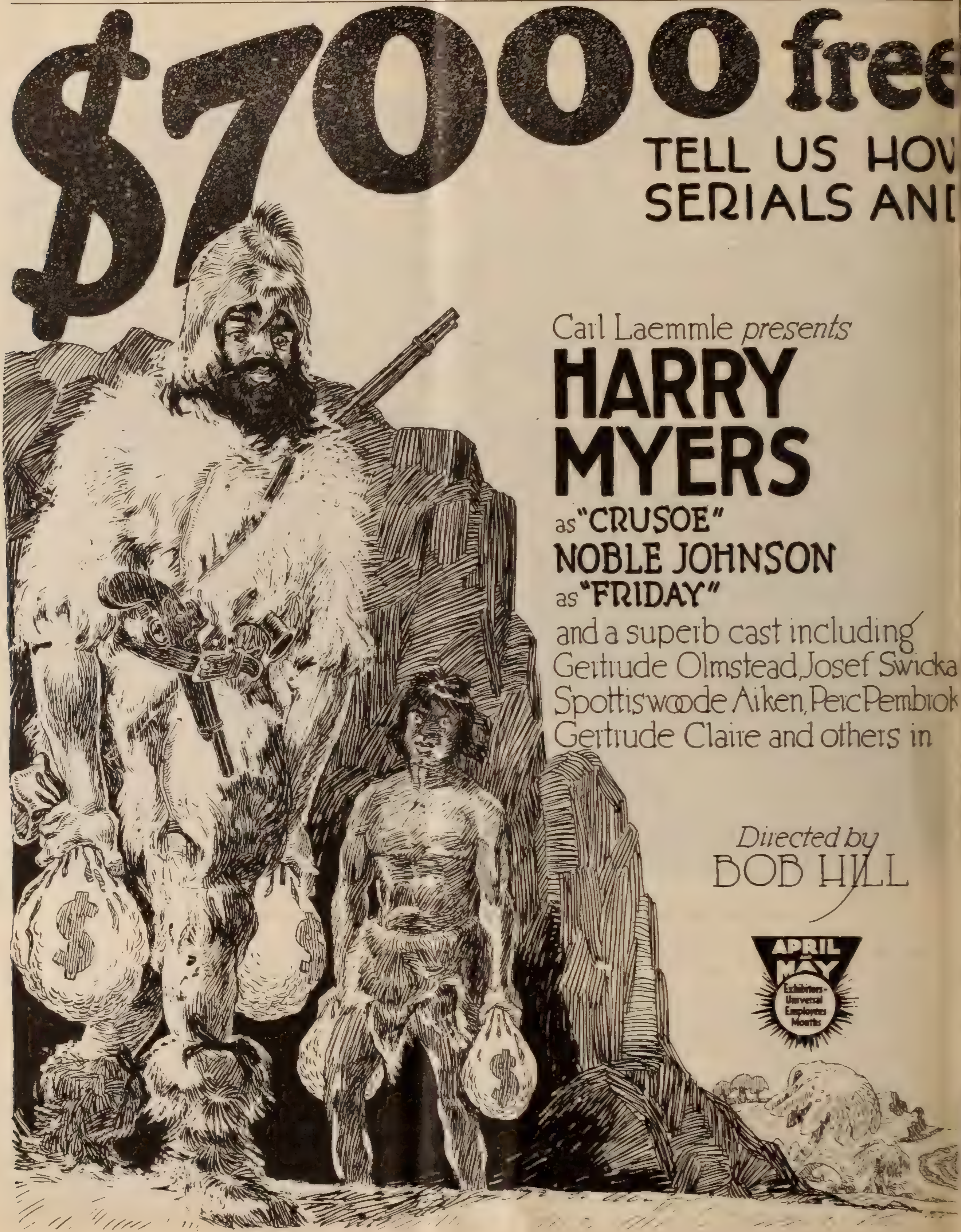
Boston Telegram said: "'Foolish Wives' is the most magnificent picture ever seen in Boston. No one should miss it. Von Stroheim is a wonderful actor and director. Once he wins your affections, he retains a definite hold upon them."

BOSTON HERALD said: "There are beautiful scenes in 'Foolish Wives.' It is amazing these exteriors and interiors could have been so thoroughly reproduced in this country. It is a big picture, tremendous in its scope and in its execution."

North American said: "Sensationalism runs riot in this picture. It is a photoplay that will linger vividly in the memory, both because of the boundless wickedness of von Stroheim, and also because of the extraordinary faithfulness with which Monte Carlo and its hectic, gilded life have been re-created. The seeker after thrills and sensation will find plenty in this picture."

PHILADELPHIA RECORD said: "'Foolish Wives' can't be over-praised as a stupendous, magnificent screen production. It has the verve of a great film, staged fascinatingly and wonderfully. Spectators yesterday were amazed."

Philadelphia Inquirer said: "As scene after scene was reeled off, each succeeding one overshadowing its predecessor in lavish equipment and structural beauty, the impression was conveyed that here at least was ocular demonstration of the conception of a fortune in film. It proved a tremendous success."



$7000 fre

TELL US HOV
SERIALS AN

Carl Laemmle *presents*

HARRY MYERS

as "CRUSOE"

NOBLE JOHNSON

as "FRIDAY"

and a superb cast including
Gertrude Olmstead, Josef Swicka
Spottiswoode Aiken, Perc Pembrok
Gertrude Claire and others in

Directed by
BOB HILL

APRIL - MAY
Exhibitors-Universal Employees Months

or exploitation ideas!

OU PUT OVER THIS KING OF ALL
ET IN ON THIS CASH OFFER

IXTEEN live showmen are going to split $1,750 monthly, offered by Carl Laemmle, during April, May, June and July. The four most practical plans for the exploitation of the great chapter-play—"THE ADVENTURES OF ROBINSON RUSOE"—submitted each week will be awarded prizes of $50 each.

T the end of each month the three best will be chosen from the sixteen weekly winners, and additional grand prizes awarded as follows: First, $450; second, 50, and third, $200. This makes a total of 64 weekly prizes and 12 grand prizes, gregating $7,000 IN CASH.

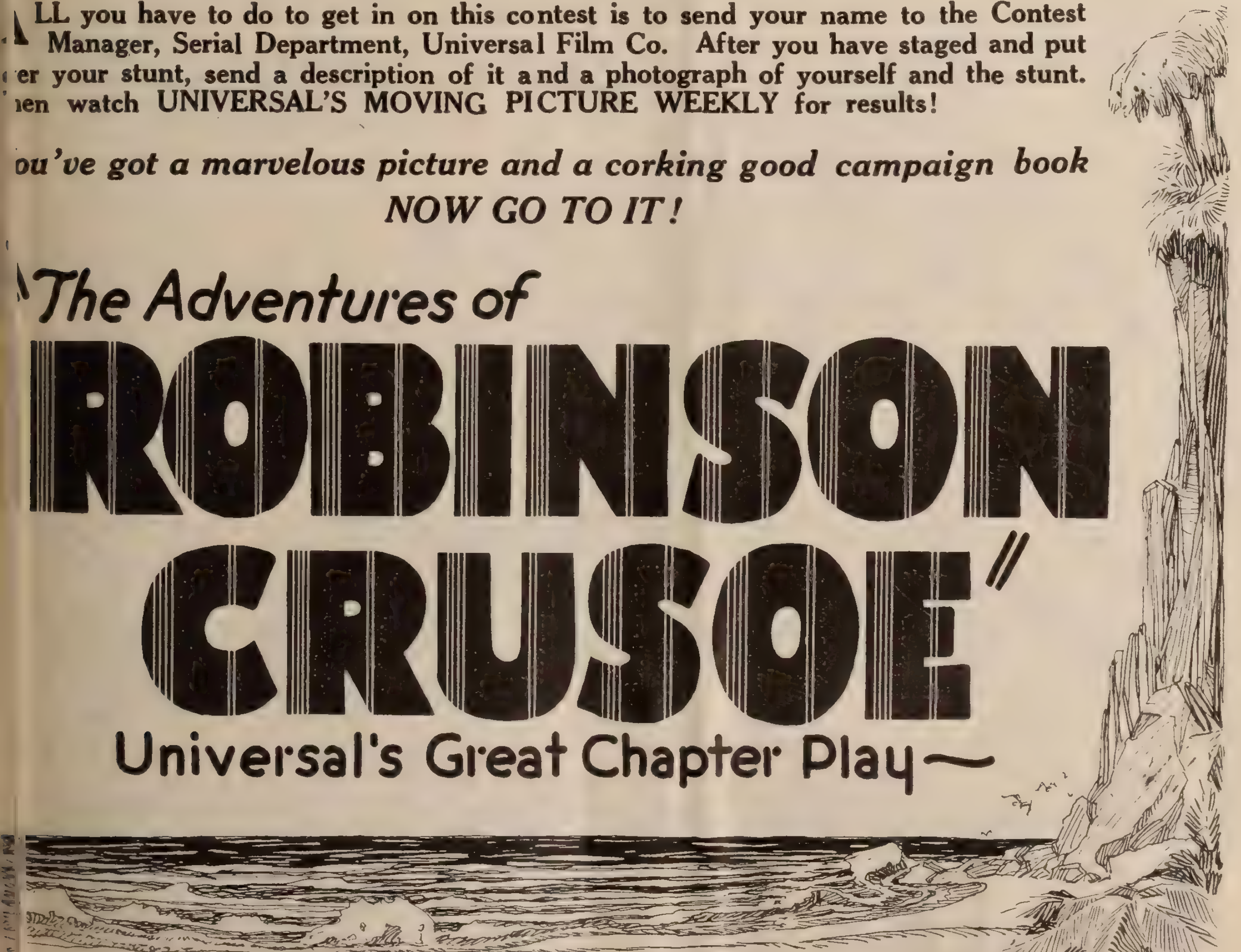
LL you have to do to get in on this contest is to send your name to the Contest Manager, Serial Department, Universal Film Co. After you have staged and put er your stunt, send a description of it and a photograph of yourself and the stunt. en watch UNIVERSAL'S MOVING PICTURE WEEKLY for results!

ou've got a marvelous picture and a corking good campaign book

NOW GO TO IT!

The Adventures of
ROBINSON CRUSOE"

Universal's Great Chapter Play—



Short Stuff with a Big Pull!

UNIVERSAL short features often get the honor place on the program because the showman knows his patrons will come a long way to see them. That's because they're built to pull like big features in stars, stories and production.

For Example:

ELMO LINCOLN
in
"The Big Ranger"
"Desperation"

ART ACORD
in
"Fair Fighting"
"The Call of the Blood"
"The Ranger's Reward"
"Matching Wits"

UNIVERSAL SHORT FEATURES

Showmen -- Go After the Big Money!

Carl Laemmle's Offer to Exhibitors Extends Unusual Opportunity to Enterprising Theatre Owners---$7,000.00 in Prizes

THE stage is set for the $7,000 Robinson Crusoe Cash Prize Contest. Over two hundred well-known showmen have already sent in their names and are going out after one of the 76 cash prizes offered by Mr. Laemmle.

The following judges will form a committee to pick the four fifty dollar prize winners each week and the three major prize winners each month:

Paul Gulick, Director of Publicity, Universal Film Mfg. Co.; Fred J. McConnell, Serial Manager, Universal Film Mfg. Co.; Paul E. Perez, Managing Editor, Moving Picture Weekly.

The contest started on Monday, March 27th. The contestants will have two weeks to mail their exploitation stunts into New York, but no longer.

DON'T delay. Immediately the big exploitation plan has been put over successfully, get together all your material and mail complete information on plan to Contest Manager, Serial Dept. Universal Film Exchanges, Inc., 1600 Broadway, New York City.

Don't send your contest letter to our local exchange. Send it direct to the Contest Editor, New York City.

On April 17th four good showmen are going to get $50 each for sending in the four prize winning exploitation plans used during the week March 27th to April 3rd, inclusive, and every week thereafter during the contest four prizes will be given, each $50.

THREE prizes will be given monthly, one for $450, one for $300, and one for $200. For the best exploitation plan submitted during the month of April, three exhibitors will receive these splendid prizes. The last four days of March, from the 27th to the 31st, shall be counted in April, so every exhibitor putting on "Robinson Crusoe" any day starting at release date, March 27th, and up to and including April 30th, shall be eligible for the grand prizes.

All exploitation plans to be considered must be in our New York office not later than two weeks after it has been put on. Entries for the April grand prizes close April 14th and prizes will be awarded April 21st.

APRIL AND MAY
Exhibitors-Universal Employees Months

MR. LAEMMLE has put up prizes for May, June and July, as well as for April. "Robinson Crusoe" is going to be the biggest picture bet exhibitors have shown in years. Already exhibitors have wired that opening episodes have broken all house records, and this is due primarily to splendid exploitation campaigns and the fact that "Robinson Crusoe" is the best known novel ever written. Every one, both young and old, wants to see just what it was about "Robinson Crusoe" that so indelibly impressed the story in their minds when they were young.

THEN, too, "Robinson Crusoe" will be made in twelve episodes. This means the highest class houses in the land won't hesitate to book it. A number of big houses will show the first three episodes the first week and one episode a week for the next nine weeks, completely finishing the picture in ten weeks. These exhibitors feel that they can spend considerably more money in exploiting the first three episodes at one time than if they were running one episode and the fact that they put over the first three episodes in a big way makes each succeeding episode that much more profitable.

GET your name in for one of these prizes today, even though you don't run this serial for two months. Now is the time to enter the contest. You can send in the details of your contest before you put it on if you want to and then advise us by wire or letter how effective it was on the opening night, and we'll take care of the rest. *Read full details on pages 12 and 13.*

By entering the "Robinson Crusoe" $7,000 Cash Prize Contest you not only make the picture infinitely more profitable for your theatre, but you have a chance of winning one of the four $50 cash prizes given away each week for the sixteen weeks, starting on March 27th, and you have a chance at one of the three big prizes given each month during April, May, June and July, $450 for the best exploitation plan that month, $300 for the second best, and $200 for the third.

International News Wins Good Will

News Reel Customers Boost It and Commend Enterprise

INTERNATIONAL NEWS has conclusively proven in the last few months that its New Year promises were as good as gold, it is asserted by R. V. Anderson, Manager of the News Sales Department of International.

Voluntary commendations to this effect have reached the Universal Sales Department, distributers of the International News reel, from all parts of the country, Anderson reports. Besides praising the general efficiency of the International News reel service and the top-notch interest of its subjects, many exhibitors have been extravagant in their praise of International's "news beat" in obtaining exclusive pictures of Pope Benedict at mass in St. Peters, and other ceremonies in the Vatican.

CHARLES PACKERITZ, of the Empress Theatre, Spokane, wrote:

"I wish to congratulate you on your wonderful exclusive 'scoop' of the moving pictures of Pope Benedict XV, in your News Reel No. 7.

"Such News Reel service as this should be highly appreciated by every exhibitor. This holds especially true when you stop to figure the importance attached to an international figure as prominent as Pope Benedict, added to the fact that this wonderful 'scoop' was furnished the different theatres who were using International News, without any additional cost in rental.

"Please accept my thanks and best wishes for your continued success."

THE Y

BABY PEGG
ADORABLE

SHE'S just a delectable little bundle of dimples and wrinkles with sparkly brown eyes and a tiny turned up nose is Baby Peggy, the three-year-old Century Comedy kiddie —the kiddie who can reunite a pair of agitated lovers or readjust a house-divided, with one coy glance from her wise young eyes.

With a yardstick up beside her, Baby Peggy lacks six inches of using it all. She is one of those babies about whom you can say, "Little, but oh, my!" With the exception of beginning most of her words with the "w" sound she uses very little baby talk and although she has been in the public eye for almost a year, she is neither spoiled nor humored to excess by her fond parents, Mr. and Mrs. M. Montgomery.

A Born Mimic

"Wambitions?" repeated Baby Peggy in answer to the interviewer's question. "I want to be wike Wadys Walton, Wawee Prevost and Warry Carey—and like mamma and papa, too," and it was quite evident from her response that she had made up her mind to this before.

"I'm Woot Gibson today—see!" and Baby Peggy stood off and displayed her tiny pair of chaps, a sombrero and a mannish flannel shirt which was buttoned close around the throat and tied snugly with a bright bandanna handkerchief. She resembled a miniature cowgirl and added realism to her attire by walking over to the farther end of the room and picking up her tiny rope with which she later explained she "wassoed" her chickens and her papa.

"I wish my hair was 'wurly,'" she said suddenly as she stroked her dark silky Dutch cut critically, "'cause some day I want to be a 'whapper,' too."

"A what?" the interviewer asked, unable to comprehend what she meant.

"She means a flapper," said papa Montgomery, coming to her rescue.

"I said a whapper," Peggy commented, just a trifle put out at the ignorance of the interviewer, who hastened to explain that she didn't quite understand.

"And what do you like best to eat?" she was asked.

"Wice cream and all day suckers," was the ready answer; "have you got any?" and Baby Peggy looked disappointed at the answer she received.

Hates Finery

"And how many dolls have you?"

She protruded a small thumb and started counting off her children on her pudgy fingers seriously.

"There's Susie, what's got a leg off, Perwilla Dean and Woser, my puppy, pulled her hair out this morning, Wadys Walton, Weneral Pershing, Weorge Washington——"

"That will be enough, dear," interrupted Peggy's proud father, for it seems that his daughter has a family which would have pleased the late Colonel Roosevelt.

"What kind of clothes do you like to wear?"

"Wagged dwesses or overwalls," Peggy said, "it's wawful to dress up, don't you think so?" she asked, but added in a truly feminine fashion, "but sometimes for a pwarty or somethin' I like to dwess up."

"Loves Circus"

"And I just love circuses—I'd like to wide the pony in the circus—I can wide like weverything, too," the little commedienne admitted proudly.

Without a doubt Peggy is one of the most attractive kiddies that ever was introduced to grease paint. She is now at the age when kindergarten is a joy to her and she asked her daddy to show the interviewer a tiny basket which she had drawn and colored with her teacher's help.

Just a tiny, sweet, natural baby girl is this popular child-actress. She is obedient to her parent's slightest command and is subject to occasional spankings when she's naughty and is

Exhibitors: Take this story to the feature-page editor of your local newspaper. Get him to run it a day or two before you show Baby Peggy to your patrons. Post a copy of the story, as it appears in the newspaper, on the wall of your lobby. It is bound to attract patrons to your theatre when you present this infant prodigy's next Century Comedy.

If the editor of your local newspaper desires to illustrate the story, ask him to fill out the attached coupon and mail it to the Editor of the Moving Picture Weekly, 1600 Broadway, New York City, and he will receive cuts or mats, as indicated, by return mail.

The Editor,
Moving Picture Weekly,
1600 Broadway, N. Y. C.

Please send cuts ☐ mats ☐ of Baby Peggy illustrations.
Editor ....
Newspaper ....
City and State ....

UNGEST MOVIE STAR

OF CENTURY CREEN BABY

Baby Peggy, World's Youngest Film Star, in Characteristic Pose.

not allowed to eat much candy. And her hours of play are just as regularly planned for her as her hours of work before the camera. Peggy is an adorable baby.

Baby Peggy was brought to the Century studio by her father in answer to an advertisement for a child to appear in pictures with Brownie, the Century Wonder Dog. Out of three hundred applicants she was chosen, but soon Brownie had to look for another leading lady because her box office value became so great that it was decided to star her alone.

Facile Transitions

Her older associates all envy the perfection of her acting technique. "Cry, Peggy," says the director, and Peggy cries. "Laugh, Peggy," and Peggy laughs, all without any wear or tear on her emotions. One minute she can be on the set bringing tears to the onlookers, and a moment later she can be found off in a corner of the studio unconcernedly playing with her doll or more likely with one of the many Century pets, for Peggy loves animals and they love her.

The little girl is not pretty, but she has what is a great deal more important, screen personality. In a crowd of children or of grown-ups she stands out and justifies the judgment of the company which made her a star at the age of two, and at the head of her own company of grown-ups at the age of three. The only difficulty in making pictures with Peggy is that she is so cuddly and cunning that every one wants to play with her. Her director frequently has to pull himself up short and remind the other members of the company that they are there for work and not play.

Many Successes

Baby Peggy's newest series of pictures, which are the adventures of a mischievous little girl, have brought her many new friends, and she made a number of personal appearances for Sid Grauman, at whose theatres her first picture supported by grown-ups was shown recently. It is called "Little Miss Mischief." Her second picture of the new series, "Peggy Behave," was shown as the two-reeler on the same bill as "Wild Honey" at the Central Theatre, Universal's New York first run house. The critics did an unusual thing. They not only came early to see the two-reel comedy with the little girl which preceded the feature, but they gave it space in their columns and some even wrote special articles about the little girl.

Her third release, "The Little Rascal," shows equal promise.

Highly Praised

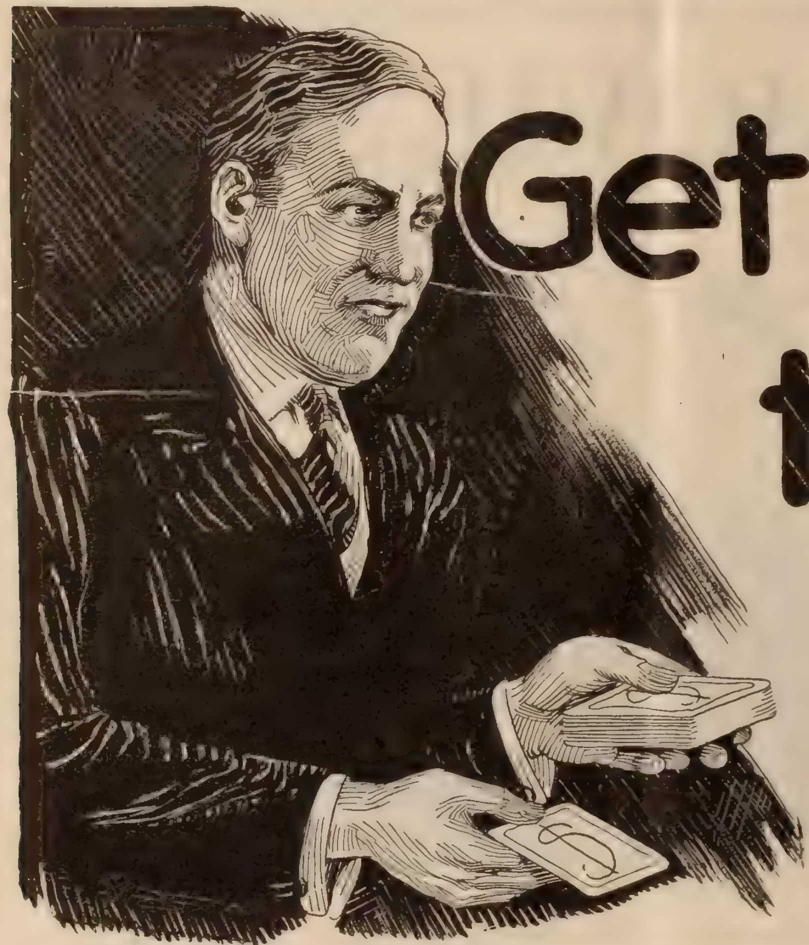
Quinn Martin said of her in a special article in the New York Sunday World: "This child is the best equipped of no fewer than a dozen juvenile performers who have been brought by hopeful parents and more hopeful photoplay producers since the first pictures of Jackie Coogan.

"Peggy's face is a delight even in repose. When she smiles every one smiles with her. And when she plays a joke on the grown-ups in the picture, all the while keeping her brown eyes fixed on the director beside her, the women of the audience adore her and the men laugh out loud. Her natural propensity as a mimic is irresistible."

Marshal Neilan recently borrowed Baby Peggy from Century Film Corporation, with whom she has a three years contract, and put her in the all-star cast of "Penrod" in the part of Baby Rennsdale. She made a tremendous hit and wept bitterly all over the scene. "I shall never believe in the genuineness of a child's tears again!" said a member of the New York Times staff after seeing the picture and how tragically Peggy wept. Neilan was so pleased by her work that he waited for her to finish two Century comedies before starting his next production. "Fools First," so that Peggy might play a part in that also.

Thrifty Nature

Every cent the little girl earns is being put aside for her education by her parents and her director, Arvid Gillstrom, predicts a brilliant dramatic future for her. He says that unlike the majority of child actresses, she has real talent amounting almost to genius. It is the intention of her family to give her every advantage and help to make a brilliant future for herself. Her sole dissipation is a craving for lollypops.



Get in on this deal!

OUR CARDS are on the table! We've shown you our hand, and now it's up to you. You can win or lose — win if you get in on the extraordinarily liberal proposition we'll make you on any Universal-Jewel, Special Attraction or Short Feature; lose if you sit on your hands, and don't let us know you're alive!

Carl Laemmle turned over the Universal Exchanges to us during April and May knowing that we would go after business with a rush! The profits for these two months are ours —and we are sharing them with exhibitors!

Sit on this deal---and cash in with us!

The Bigger Our Profits, the Greater **Your** Share

APRIL AND MAY

Exhibitors-Universal Employees Months

Employees UNIVERSAL EXCHANGES

"THE ADVENTURES OF ROBINSON CRUSOE"

Episode Three

"The Cannibals' Captives"

THE footprint turns out to be that of one of a tribe of cannibals from a neighboring island who have brought one of their captives to Crusoe's island to be devoured after revolting ceremonies. Crusoe rescues the unfortunate prisoner and adopts him as his man-servant and protege.

The savages return later and set fire to Crusoe's stockade and hut. Crusoe is warned of his danger by a white girl throwing her bracelet through the window at him while he is asleep. The savages surround the encampment and Crusoe and Man Friday face death by burning or cruelty.

"WITH STANLEY IN AFRICA"

Episode Twelve

"The Forest of Flame"

JACK crawls out from under the elephant and flees with Nadia. Closely followed by the Arabs, they effect their escape over a deep abyss by means of a creeper vine which they destroy in time to foil the oncoming pursuers. Meanwhile Stanley, far in the interior, has stopped to rest at the camp of a friendly tribe. Livingstone, returning from Ujiji, is busily engaged in gathering material for his sensational exposé of the slave trade.

Cameron and Hassan leave Nadia concealed in the jungle and seek food. They steal up on an Arab encampment and make off with two of the guns and some food. The superstitious Arabs become frightened at the mysterious disappearance, declare the camp site bewitched, and set fire to it. Jack and Hassan vainly seek Nadia, who has become hemmed in by the approaching flames.

"THE LEATHER PUSHERS"

Round Five

KANE HALLIDAY, alias Kid Roberts, is approached by the wife of Tiger Capato, his next opponent, who begs him to let her husband make a good showing, as defeat will end his career. Moved by her tears (and beauty) Roberts consents. On the night of the fight he receives a note from an attractive Creole flower-seller whom he has fallen in love with. The note tells him to rescue her from some men who are holding her a prisoner in a tavern miles away.

Ignoring his obligations at the ringside, Roberts races to the inn and is made a prisoner—his girl has double-crossed him and lured him there to make him forfeit the fight! She later aids him to escape and accompanies him to the ring, where he knocks out Capato in time to frustrate a plan to foul him as the lights are switched off.

Theatre News

"U" Exhibitor for Decade

Sam H. Dudley, owner of the S. H. Dudley Theatre, and the Mid City Theatre of Washington, D. C.; the S. H. Dudley Theatre of Petersburg, Va., and the S. H. Dudley Theatre of Alexandria, Va., has been using Universal service for the past ten years at his various houses.

Redecorate Crystal Theatre

The Crystal Theatre, Anamosa, Iowa, having been redecorated and made very attractive throughout, was opened March 27th under the management of F. J. Hart.

Buys the Princess

The Princess Theatre, Traer, Iowa, has been purchased by Thomas Lorenzen, who took over the management April 1st, opening with "The Rowdy."

Auditorium Purchased

Mr. McKeever has purchased the Auditorium Theatre, Corydon, Iowa.

Opens with "The Fox"

Chas. Simpson has purchased the Princess Theatre, Churdan, Iowa, and opened April 1st with "The Fox."

Empress Sold

Peterson and Burgum have purchased the Empress Theatre, Rockwell City, Iowa, and take possession May 8th.

International News No. 26

Dublin, Ireland. — Ireland's new army in flag review.

Azusa, Cal. — Train wrecked in crash with steam roller.

Interesting Snapshots in the News of the Day.

Washington, D. C.—President honors Civil War hero.

Tennessee and Kentucky. — Vast area flooded by spring freshets.

Cambridge, Mass. — Harvard football squad starts spring practice.

New York City. — Perfect Nature Baby raised in heart of New York.

Dallas, Texas. — Spectacular carnival aids Charity's cause.

Jamaica, L. I.—A new "Man o' War."

International News Presents First Pictures of the Steffansson Arctic Rescue Expedition.

"THE ADVENTURES OF ROBINSON CRUSOE"

Episode Four

"Hidden Gold"

CRUSOE and Friday break their way through the flames at the back of the hut as the cannibals enter through the front of the stockade. Crusoe re-enters the flaming area to rescue his parrot and returns to find the savages have captured Friday.

Torquada, chief of a band of descendants of the seventeen original Spanish castaways, rebukes the girl for going "out of bounds" by passing the waterfall at the entrance to their cave. She tells him of Crusoe's existence on the island.

Meanwhile, Crusoe has rebuilt his stockade. Knowing the tribal custom of returning for an orgy of torture, Crusoe awaits the coming back of the cannibals with their captives and plans to outwit them. He does this and rescues Friday and his father. They find a sunken treasure chest containing a log book of the galleon Santa Isabel which narrates the sinking of the ship whence came the inhabitants of the Hidden Valley.

"A Dark Horse"

Two-Reel Century Comedy

Starring SALLY

SALLY is the faithful valet of Charlie, a tenderfoot in the wild and woolly West. Sally gets up and awakes Charlie by simply throwing water in his face. After that, though, he repents and dusts Charlie's hat and suit with his trusty tail.

Together they enter a town where the occupants are most friendly—with fights and gun-play and general all-around scrimmages. It is here that the bad gambler sees Charlie's fat bank roll, and suggests they have a friendly "no limit" game of poker. Charlie assents, but begins losing heavily. Sally. who has seen the gambler draw four aces out of his boot, warns her master, and Charlie endeavors to win by the same methods. So he goes outside and places all the important cards on a fence and tells Sally just what to get when the proper time arrives. So, with the aid of Sally, Charlie begins winning back his losses.

However, Sally deserts the ranks as she sees a young lady in distress, when a bold man of the West kisses her. So, eventually, Charlie loses everything, and they throw him out of the saloon.

In the end Sally cleans out the place for her master, and together they ride into the home of the sweet young Ena Gregory's cabin—to eternal bliss.

Now with Universal

Tom Santschi

WATCH for the first short features made by this popular portrayer of rugged Western roles! In a series of eight splendid stories Universal has provided for him, Tom Santschi is going to throw a double cinch into the popularity which is already his! Get ready — keep open dates!

Universal Short Features

Hats Off to Milburn Kenworthy!

Idaho Exhibitor Instrumental in Putting Over Sunday Movies in Moscow---American Legion to Benefit by Bill

MILBURN KENWORTHY, proprietor of the Kenworthy Theatre, Moscow, Idaho, has always had a great deal of trouble regarding Sunday showings in his town. Like most Universal exhibitors, Kenworthy is a go-getter. By promising the local American Legion Post the proceeds of Sunday afternoon performances, to erect a Post clubhouse, he obtained the hearty co-operation of the war veterans in his town and persuaded them to launch and support the proposal to permit Sunday moving picture shows.

The proposal was carried 894 to 833, the largest vote ever cast on a municipal issue at Moscow. The election was authorized by the council to sound the sentiment of citizens on the question, and members had pledged themselves to abide by the result. A special ordinance authorizing picture shows will have to be enacted by the council and the measure presented for action at the regular meeting.

The movement was opposed by the ministerial association and members of different churches. While the campaign was strenuous, there was virtually no ill-feeling engendered, and it is believed there will be no further controversy about the matter of Sunday screen entertainment.

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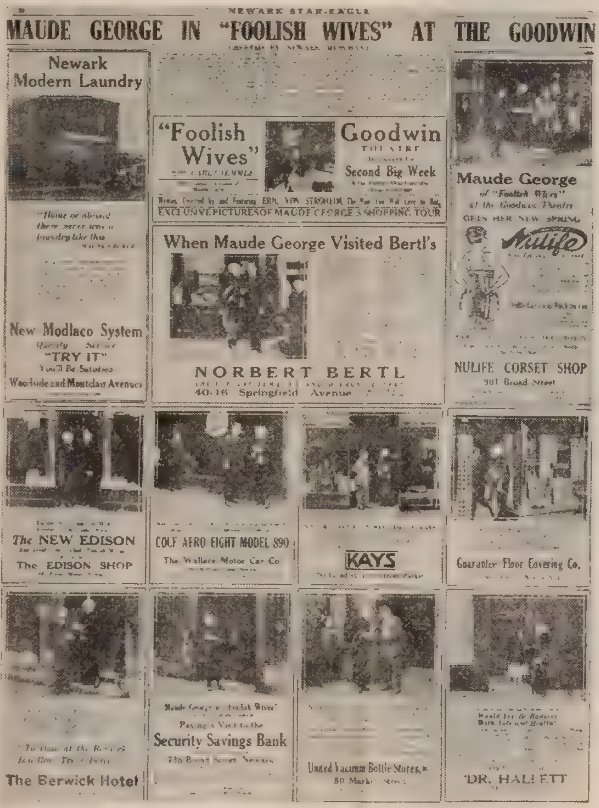
FULL-PAGE FOLLOW-UP IN NEWARK



NEWARK STAR-EAGLE

MAUDE GEORGE IN "FOOLISH WIVES" AT THE GOODWIN

Newark Modern Laundry

New Modlaco System

"TRY IT"

You'll Be Satisfied

Woodside and Montclair Avenues

"Foolish Wives"

Goodwin

Second Big Week

EXCLUSIVE PICTURES OF MAUDE GEORGE'S SHOPPING TOUR

When Maude George Visited Bertl's

NORBERT BERTL

40-16 Springfield Avenue

Maude George of "Foolish Wives" at the Goodwin Theatre

GETS HER NEW SPRING Nulife

NULIFE CORSET SHOP

901 Broad Street

The NEW EDISON

The EDISON SHOP

COLE AERO EIGHT MODEL 890

The Wallace Motor Car Co

KAYS

Guarantee Floor Covering Co.

The Berwick Hotel

Paying a Visit to the Security Savings Bank

United Vacuum Bottle Stores, Inc.

80 Market Street

DR. HALLETT

The Newark Star-Eagle, Through the Courtesy of Which Marc Lachmann, Universal Exploiteer, Was Enabled to Obtain Three Full Pages of Advertising Tie-ups in Connection with Maude George's Recent Personal Shopping Tour Exploiting "Foolish Wives," Ran the Effective Page Shown Above One Day During the Second Week of the Super-Jewel's Run at the Goodwin Theatre.

Cleveland Neighborhood Houses Stimulate Singing Contests

EXHIBITORS in Cleveland are bolstering up their Mondays in the neighborhood houses with a simple little stunt that Manager Taylor started out at the Doan Theatre. It is a local singing contest for the neighborhood children. It has been worked in several sections and in every instance it has materially increased the cash box. Monday being the poorest day of the week, the contest is usually staged for that day. A prize of a five-pound box of candy is usually awarded the winner of the contest. The audience is the judge. They signify their preference by applause. The child who gets the loudest applause is awarded the candy. However, to avoid fights, all the other contestants get a one-pound box of candy as well. Five dollars covers the cost of the whole stunt.

❦

One On Famous

P. MAGARO, Director of the New Regent Theatre, Harrisburg, Pa., operates one of the most attractive playhouses in his section of the Keystone State. We are indebted to him for sending a copy of an artistic program of his recently-run Paramount Week. It is not the policy of The Moving Picture Weekly to give undue publicity to competitive film companies, but the reader will forgive us patting ourselves on the back by calling attention to the presence on the Paramount Week program of two Universal-Jewels, "No Woman Knows" and "Reputation."

Pretty Lobby Front Secured at Moderate Expense

ONE of the most effective yet economical treatments of a lobby and front for the exploitation of a picture was that of the Riviera Theatre at Knoxville, designed and executed by William E. Drumbar, the manager.

Very little scenic effects were required for the set, the main drop being a curtain of blue mosquito netting on which were pasted a silver moon and a number of silver stars, all cut from paper or cardboard.

On each side was a minaret or tower with number of window slots cut in it, these being covered with transparent paper.

Blue lights were substituted for the regular clear globes on the front and in the lobby, giving the effect of a night scene with clear blue sky studded with silver stars and a big moon hanging overhead.

❦

Iowa Jottings

C. W. ROSS, appointed by H. M. Berman as special representative on "Foolish Wives," has left Universal's Des Moines Exchange recently to visit Exhibitors relative to this Super-Jewel production.

Edgar B. Haines left for a tour of northeastern Iowa to interview Exhibitors concerning "Foolish Wives" and other productions.

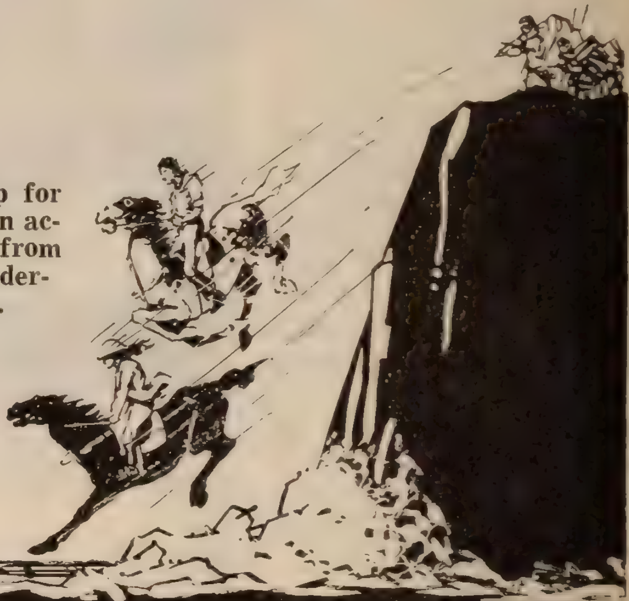
Mr. H. Bluechel purchased the Isis Theatre, Cedar Rapids, Iowa, from the Hostettler Amusement Company, and took possession March 25th.

"It's a SAFE BET"

—EXHIBITORS TRADE REVIEW

THE CRITICS of the trade press as one man shouted their approval of this smashing story of adventure in Darkest Africa. And now their opinion is being backed up by crowded theatres wherever this new kind of chapter-play is being shown. Book it—get the schools behind you — and you've got a tie-up that will make some real money for you!

"The Leap for Life" — an actual scene from this wonder-story.



APRIL AND MAY

Exhibitors-Universal Employees Months

Carl Laemmle Presents

GEORGE WALSH and LOUISE LORRAINE in

"With STANLEY in AFRICA"

DIRECTED BY WILLIAM CRAFT

UNIVERSAL'S TRUE HISTORICAL CHAPTER PLAY.

Professional Sport Not So Good for Life Work, Says H. C. Witwer

Writer on Sports Advises Boys to Lay a Foundation of Book Knowledge and Not Be Deluded in Trying for the Great Sums Earned by the Dempseys and Babe Ruths

By Roger Batchelder

LOOK here, Pop!

You've been reading in the newspapers how Mr. Dempsey gathered in more money in ten minutes than most men can earn in a lifetime, for pasting M. Carpentier on the jaw and in the midriff; how Mr. Babe Ruth recently signed a paper which promised him a salary that approaches that of the President of the United States; how college athletes park their diplomas in the attic and start their business careers with baseball bats, boxing gloves, golf clubs or tennis racquets, and draw a pay envelope larger than yours for their trouble. You've read those stories and many more.

Big Money a Lure

And it's a ten-to-one shot that it made you wonder whether, after all, it was worth while to send that athletic youngster of yours to college; whether it would not be better to allow him to complete his education in a gymnasium. Possibly the prospect of ready money in the prize ring or on the baseball field for that boy has seemed to be a better business proposition than years of study and more years of long hours and short pay in an office.

Wrote "The Leather Pushers"

If you have entertained that thought, forget it! It's all wrong — take it from H. C. Witwer, ex-pugilist and for seven years writer of books and short stories about the sporting game. His wartime book, "From Baseball to Boches," told of the experiences of a big league pitcher, who shouldered a rifle, went across the Atlantic with the boys, saw the beautiful Jeanne in in front of an estaminet, "and forgot what I come to France for." A more recent story, "The Leather Pushers" describes the activities of a gentleman of the prize ring. Mr. Witwer knows professional baseball from the home plate to the left field bleachers; he knows the boxing game from the first gong to the knockout. And he tells us that in 99 cases out of 100 neither of the professions pays.

"Professional sport is a great temptation to the kid nowadays," he declared, when I saw him in his suite at the Majestic; "but if he gives up his education and tries to be a worldbeater he makes the greatest mistake of his life. The kid today is too likely to get excited about the purse which Dempsey annexed last July, and to forget that there is only one Dempsey in the world."

Strong for Colleges

"Do you advocate a college education?" I asked.

"I'm strong for it," he said emphatically. "I never had one myself, and it's the greatest regret of my life. The nearest I ever got to college was one night when I fought in New Haven. My eight-year-old son is plugging away at the best private school I could find for him, and he's going to Harvard to wind up.

"Some folks say that it is a waste of time, that four years of a boy's life are spent on a joy ride, in getting foolish culture or something else. But I don't believe it. It is true, of course, that a college graduate may turn out to be a first class bricklayer, or you may find a Harvard graduate running a delicatessen store. The first few years after graduation are hard for the average youngster. He gets little money, and it makes him sore to see some bonehead get five times as much for being a punching-bag. Just wait six or seven years, however, and then let the bonehead try to do what your college graduate accomplishes. It isn't done. The tables are turned, and while your lawyer is piling up a fortune, the fighter, with one exception in a thousand, is broke and forgotten.

Successful Athletes Scarce

"Yes, professional sport is a losing game," he went on. "When you come to think of it, whoever hears of a professional athlete when he is sixty? If, in rare cases, he is still in evidence, he is usually living on the few friends who have stuck to him."

"Do you want your youngster to enter sports in Harvard?" I questioned.

"Absolutely," he replied. "I hope he will be able to quote Virgil, and at the same time give and take a punch in the nose if necessary. If he came to me and told me he had made 110 in English competition when a perfect score was 100, and had called a cop when some one insulted him, I'd disown him.

"Every boy should learn how to defend himself. He should learn to swim, box, play football and baseball and at the same time get everything out of his books that will help him later. He should be able to converse like a gentleman; he should know how to enter a room filled with people without falling all over himself.

"If, after being educated, he wants to be a fighter or a ball player—that's all right. He has something to fall back on when his sporting career is over.

Ambition Important

"I do not say, however, that a college education is the best thing for every one. Each boy must decide for himself what he wants to do and whether or not college appeals to him. When you come right down to it, ambition is the biggest thing in life. Ignorance sometimes is excusable, though regrettable, and an ignorant man can put it over if he has ambition, if he says 'Let's go.' But he is at a disadvantage and has to try many things before he finds out what he is best fitted for.

"Start Right in Babyhood"

"They say that all men are equal at birth," went on this philosopher; "if they were equal at twenty, and had the same chances, that would mean something."

Then I asked Mr. Witwer what he thought of the professional boxing matches of today. He spoke sympathetically of the "pugs" who have no other trade than boxing, and must fight continuously to earn a bare living. He likened interest in watching a fight to the delight of the Roman crowds at gladiatorial spectacles.

"If some one were not punched in the nose occasionally, the crowd would walk out," he explained.

"I've had a hard time making a success. I used to dread speeches and meeting people, after my stuff went across. But Mrs. Witwer has been with me from the start, has encouraged me when I didn't seem to get the English language into my nut, and has always helped me. Such a wife means a lot to a man, I'll tell you."

NOTICE: **H. C. Witwer's yarns are read and liked by millions. Take the above interview to your local sporting editor. After it has appeared in his paper mail a copy to all your patrons a few days before you run "The Leather Pushers." Increased receipts will overflow your cash box!**

EXHIBITOR ACTIVITIES

Allen Theatre, Winnipeg, Tries the Jazz Week Idea

A WEEK'S stunt that developed into a near riot was staged at the Allen Theatre, Winnipeg, Manitoba, during the week of February 27 when an "All Jazz Week" was presented as a unique musical attraction. The special week was introduced to local fans in a unique newspaper advertisement which was, in itself, outstandingly attractive. This announcement told of the "35 Scintillating Stars of Syncopation in a Merry Melange of Mighty Melody and All Jazz Fiends," comprising "syncopaters" of the local Pals' Club. A feature of the week was the distribution of 20,000 kazoos among patrons and it was promised that "when they all get going, if they don't tickle your feet terpsichoreally, we'll miss our guess."

The jazz overture was presented with Charles Manning, the orchestra conductor, appearing in his shirt sleeves, the overture itself consisting of a medley of fox trots, jazz songs and "blues."

"She's going to be a mean week," read the advertisement. "See the Wild Drummer wickedly wielding a Weird Assortment of Tin Lizzies."

The spot-light man was also in the game because he "jazzed" the shimmying spotlight during the musical and prologue numbers. There were "Dancers a la Frisco and Singers a la Sophie Tucker," the presiding artists giving impersonations of the famous comedians of music. In the "ad," the optiences were also exhorted to "See the Mad Musicians Mirthfully Mutilating the Melodious Classics."

The manager solemnly announced that "We teach you how to play the kazoo in one lesson."

Dancing in Strand Lobby

DANCING in the lobby of the theatre with music provided by the orchestra playing primarily for the picture, as has been related a number of times in these columns, is being given a trial by Thomas D. Soroio, managing director of the Strand Theatre, Lowell, Mass.

The carpets have been removed from the Strand lobby and corridors and the floors waxed for the dancers.

Penny Scramble Stunt to Exploit "White Horseman"

AS a means of getting crowded houses for the first episode of "The White Horseman" Manager Dudley of Dudley's opera house, Americus, Ga., threw 2,000 pennies out for a scramble and then with the help of his operator took pictures of the event to be shown on the screen the same day on which the serial opened.

The stunt went over in fine shape.

HERE'S A GOOD STORY BY A LIVE EXHIBITOR

If You Admire Jack Dempsey as a Fighter, Think of This Missourian.

(The following story was written by H. D. Fawney, Manager Dixie Theatre, Lilbourn, Mo. It was sent in as a "Money-Making" Idea" for the benefit of his brother exhibitors.)

KILBOURN, Mo., March 22.—Last Thursday our theatre burned, destroying most everything but the roof, our machines and seats. We got busy: boarded up the front of the theatre, made a screen from common sheeting and advertised with large hand bills as follows:

"PAY AS YOU LEAVE OR NOT AT ALL COMMENCING TONIGHT—Commencing tonight, the Dixie is going to give everybody a chance to view our pictures without cost. Our plan will be to make no charge whatever upon entering our playhouse. There will be no ticket-seller or charge made upon entering. Sit down. Stay as long as you please and leave when you like.

"We believe this policy will result in bigger houses and at least as large revenues as formerly. If you feel that you have enjoyed the picture, you may pay whatever you feel like upon leaving. It will be optional with each patron how much he pays or whether he pays at all. Let everybody come tonight and every night we show and enjoy yourself."

Now, what do you think happens, in the face of opposition in this town with only about 1,000 population and our house with the smell of smoke, with holes in it that you could throw a cat through and, remember brother, this is March and the wind raw?

We packed them in and started our first show at 6:30. We ran two shows that night, something we never did before and our revenue did amount to more than formerly. So well does it take that we are not going to discontinue it. Of course some will say you pack your house with a gang of kids that will do more harm than good, but, remember, kids are our biggest advertising.

(Excuse paper, my stationery all burned up.)

Listen, boys, you don't have to burn your theatre to try this one. All of you remember the time when we advertised we had nothing to sell but seats. Those days are gone forever. Get them into your theatre. They will pay upon leaving.

[*Courtesy of Exhibitors' Herald.*]

Birthday Stunt Put Over Again

THE idea of sending a congratulatory card good for a free admission to people when their birthdays come around, described some time ago in these columns, as exploitation and institutional advertising, has been tried out with success by L. W. McCuan, manager of the Kozy Theatre, Dresden, Tenn.

Mr. McCuan does not explain how he obtains the information necessary to put over this stunt, but we assume that it is through the birth certificate records, lodges, churches, etc., as has been explained previously.

Profitable Stunt

THE Crescent Theatre, at Austin, Texas, is inaugurating a profitable stunt by inserting in its daily papers advertising an auto license number selected at random from among the cars parked along Congress street, the main thoroughfare of the city. Owners recognizing their auto numbers in the ad are presented with two complimentary tickets to the Crescent Theatre by calling at the newspaper office. The stunt has made hundreds of readers for the papers and patrons for the theatre through this unique kind of publicity.

"The Greatest Find Since Mary Pickford"

Gladys Walton

appears exclusively in

UNIVERSAL SPECIAL ATTRACTIONS

presented by Carl Laemmle

Show These Recent Successes

"The Guttersnipe"
"Playing With Fire"
"The Wise Kid"

coming

"Second Hand Rose"

"FOOLISH WIVES"

Presented by
CARL LAEMMLE

By and with
Von Stroheim

A Few Record Runs--

Park Theatre, Boston, now in fifth week.

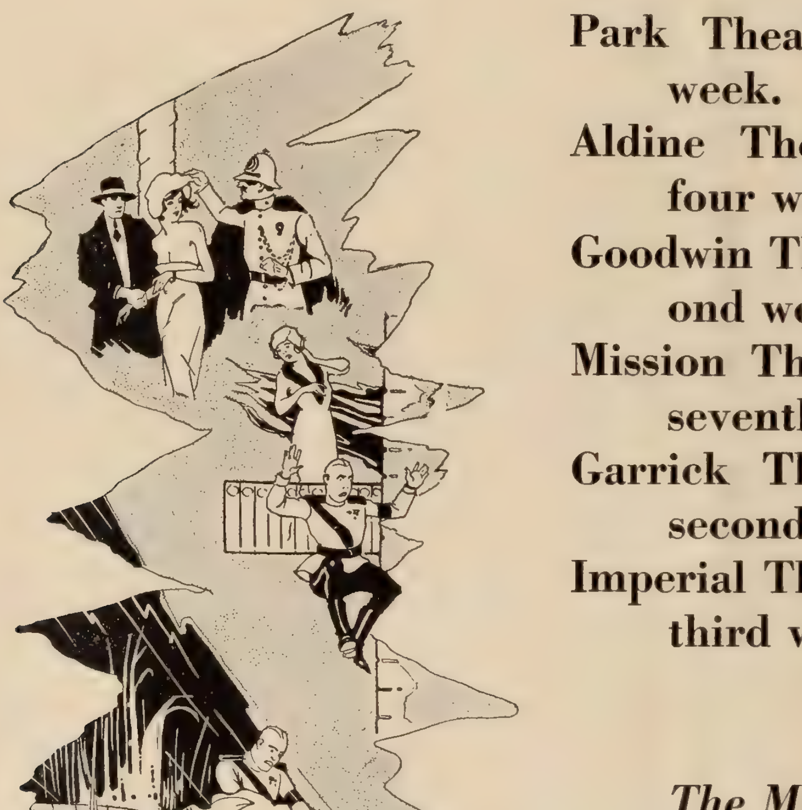
Aldine Theatre, Philadelphia, played four weeks.

Goodwin Theatre, Newark, now in second week.

Mission Theatre, Los Angeles, in its seventh week.

Garrick Theatre, Minneapolis, in the second week.

Imperial Theatre, San Francisco, in the third week.



The Mightiest
Drama Ever
Conceived
by Man!

UNIVERSAL SUPER JEWEL PRODUCTION

The MOVING PICTURE WEEKLY

VOL. 15 NO. 10
APRIL 22, 1922

Lon Chaney

"The HEART of a WOLF"

JEWEL PICTURE

Pink Tights, with
You can play this strong, but don't ad-
vertise it as a circus picture. This is
better than some so-called specials.—Wm
Royal theatre, Salina, Kan.

patrons were
Lots of actio
comedy throug
—Tony Faller,
Mont

ton.—One
pictures on the market
of Neligh, Neb.—Get this picture
advertise it as a special. It
make good.—W. H. Creal, Subu
Omaha, Neb.
heatre, 90 per cent.
heatre, Neihart,
patronage.

the picture went over fine
thoroughly enjoyed by everyone.

alton becomes a better
card with every picture.
This was good and business was
fair. (Middle West.)

RICH GIRL POOR GIRL
Gladys Walton.—Some sa
was the best picture they
I invited all State Hou
free for second night
lot of friends for m
some good dou
Charles Lee Hy
Pierre, S. D.

PLAYING WI
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Gladys Walt
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Theatr

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Playin
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patrona

PINK TI
e, went o
erybody p
ort Skirts,
is two first-
given Gladys
e of a picture
s and Short Skirt
for boys and girls.—
Hour theatre, Cambri
General patronage.

Gladys Walton.—
icture by this
nt a picture
here it is.
Some
Read,
Small

Risky Business, with Gladys Walton —
A real good program picture.—Adolph
Kohn, Pastime theatre, Granville, N. Y.—
town
age.

Pink Ti
Here is
please 100
Pearl theatre,
patronage.

The Man Tamer, with Gladys Walton.—
80 per cent and they said they like
—Gladys has another good one.
W. T. Biggs, Unique theatre, Anita
—Neighborhood patronage.

Gladys Walton.—
good. Shoul
Reynold
al-

Poor Girl Rich Gi
on.—Fine. Pleased 100
on is there, not coming.—
Rankin, Pa.
ibert

Short Skirts, with Gladys
Gladys is a comer. Pleased all.
Graybill, Family theatre, Bridgepor
orhood patronage.

rl, Poor Girl, with Gladys Wal-
seemed to give universal sat-
this little star always has
lter Carroll, Royal thea
or.—General patr

Playing with Fire, with Gladys Wa
Snappy titles, sparkling picture,
alton (five
good direction, about as near
go wrong entertainment as you will
ch people E. Kirk, Grand theatre, On
Aberdeen, Neighborhood pat

The Man Tamer, with Gladys Wa
—Good story, well acted and suited
ntire audience. Star popular with
W. C. Allen, Casino theatre,
Neighborhood patro

with
elev-
ng.—
Rush-

Rich Girl, Poor Girl, with Gladys
n.—This is a good program pict
adys Walton draws
ases.—

PINK TIGHTS, with Glady
Walton.—This picture in itself i
better than two-thirds of the highl
agented "supers" and to top i
buckle in THE GARAGI
raction. The audi
nd indulged i
extent that th
people thre
ame running t
it was a riot or
it wa
in th
em al

k Tights, with Gladys Walton.—Ex-
Good program picture. Boost it and
n up.—D B. Follett, Star theatre,
sonburg, O.—Neighborhood patron-
Ill.

ort Skirts, with Gladys
good, as can be said of all her pi
so far. Universal better hold on to this
star. She is going to be as popular as of patro
Mary Pickford some day.—R. Ross R
eatre, Oberlin
nage.

The Man Tamer, with Gladys Walton.
A very pleasing picture. Patrons like
She's a comer.—David
Chicago, Ill.— TH

Risky Business, with Gladys Walton.—
prest Walton I have ever shown.—L.
Creason, Palace theatre, Eufaula,
Small town patronage.

ing Girl, Poor
splendid co
—Watt & Sim
ston.

Ris
Another
thing doing
our money on
Gla Smith, Electric thea
Ia.—Small town patronage.
n, but
alton.—
three
of to
s wide
with the

Despe
This is fin
that Univers
theatre, Arc
a patronage.

All Dolled Up, with Gladys Walton.—
This will please 90 per cent. Gladys is
full of pep and works all the time. Give
us more like it.—W. T. Briggs, Unique
theatre, Anita, Ia.—Small town patron-
age.

Pink Tights,
Great Boost it
You can't go

Rich G Girl, st
ton (five reels). If they
give them back their m
Cozy, Toledo, Iowa

All Dolled Up, with
Here's another for Glad
strikes and a spare that
ate. Good girl clerk w
wake all the time. Her tuss
was O. K.—S. V. Wallace, Id
Cambridge Spgs., Pa.
tre.

HIGH HEELS. A very good pict
well liked by this city. Gladys Wal
seems to improve in every new picture.
vertising; local newspaper. Patronag
General (small town). Attendance
Harold Clouse, Hollywood T
ood, Minn.

Rich Girl, Poor Girl,
Walton.—A cute star who
on the order of Olive
Olen Reynolds, Pearl
Ind.—Small town patr
igh-

Rich Girl, Poor Girl, starr
ton (five reels). Very go
Harrisburg, S. D.

Pink Tights, with Gladys Walton.— Never
he best Universal ever made.
w a knock against it in "What
picture Did for Me." This can't be s
My
any other pro
re still telling
Book it, boys.—
theatre, Danfort
ronage.

The Man Tamer—
Great pictre for those who like
that kind of show. Plenty of thrills
all the time. Di
re this
West.)

All Dolled Up, with Gladys Walton.—
Very good. No kick coming on my Uni-
versal program. Always satisfactory
Lon Burton, Marion theatre
Fla.—Neighborhood

FIRE,
er Jen
actress
as the
et this
pleased
H. Crea
aha.

starring
s Wal

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GLADYS WALTON

presented exclusively in

UNIVERSAL
SPECIAL ATTRACTIONS
BY CARL LAEMMLE

Pink Tights, with
good little picture. Be
Universal ever made.
Eagle theatre

they will put her back
Victor, Minocqua,

Man Tamer, with
Please
coming

ents," Her last few are not
and "Poor Girl, R

s, starring Gladys Walton

or Girl, with Glady
good picture that
Adolph

Don't Wait!

HAVE you entered your name for Universal's $7,000 Cash Prize Contest in connection with the best exploitation ideas on "The Adventures of Robinson Crusoe?" Get busy now and win some of the big money.

EVEN if you don't show Universal's Serial-Supreme for some time to come — enter the contest today! Send your name to Contest Manager, Serial Department, Universal Film Mfg. Co., 1600 Broadway, New York City.

BUT don't stop there. Don't wait! Have photographs taken at once, just as soon as you put on your exploitation stunts. That's the thing that is going to land some of this good cash for you. So get busy now and start figuring. It's not how much you spend, but how good and practical your idea is that's going to count.

Do It Now!

Soon to be offered

by Carl Laemmle

Lon Chaney

"The Man of a Thousand Faces"

in a wonder-story of thrills, adventure and romance in the Great Northwest, supported by a big special cast, including Irene Rich, Alan Hale, Dagmar Godowsky, Frank Campeau, Stanley Goethals, Spottiswoode Aitken, Herbert Standing, and others.

A Great, Smashing Universal - Jewel

Directed by Robert Thornby

Get Ready - - - It's Big!

"It's a Western

The Big Stampede —one of the most thrilling moments ever screened!

CARL LAEMMLE
offers

APRIL
AND
MAY
Exhibitors-
Universal
Employees
Months

UNIVERSA

"MAN T

DIRECTED BY STUART PATON

Enter Your Name Today for a Share of the "U's" $7,000 Cash Prizes

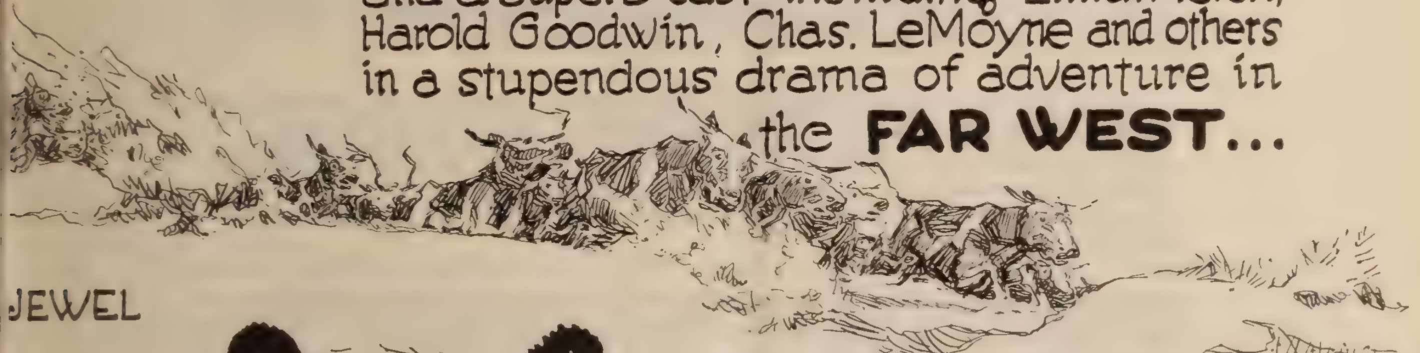
with Guts"!

says Variety

IF ever you needed a picture with guts, you need it now! This one is without doubt the greatest Carey picture ever made. It's going to make a lot of money for the wise exhibitors who are booking it NOW — when big, smashing pictures with a great love story are demanded by audiences. It's got everything a Western should have — and already it is making new records in some of the biggest houses in the country. Get in touch with your nearest Universal Exchange today!

HARRY CAREY

and a superb cast including Lillian Rich,
Harold Goodwin, Chas. LeMoyne and others
in a stupendous drama of adventure in
the **FAR WEST...**



JEWEL

MAN"

STORY BY JACKSON GREGORY

Have You Entered Universal's $7,000 "Robinson Crusoe" Contest Yet?

How I wou

Priscilla Dean

"WILD HONEY," Priscilla Dean's latest Universal-Jewel production, produced by Carl Laemmle, is a picture that every live showman in the country should be glad to get. Exploitation angles stick out all over it—and every one of them means extra dollars at the box-office. Here is what a real showman says he would do to put over "Wild Honey" and make a sure clean-up:

SEVERAL days before opening I would have a canvas-covered wagon, as described in Universal's Campaign Book, drive into town. I would make arrangements with a reporter for an interview with the man and woman in the wagon. They would be driving across country to take up a homestead, and would relate many hardships they had encountered—how, for instance, they had been compelled at one stage of the journey to exist solely upon "wild honey." The reporter would have a photographer along, and would feature the "wild honey" angle.

The next day I would start a series of teaser ads in the newspapers.

I would arrange a series of window displays and tie-ups with grocers, druggists, etc., in which would be featured convenient sizes of honey packages —all, of course, centering attention upon a card which contains scenes from the picture and my theatre name as well as play date.

I would follow up my newspaper campaign with a series of ads, coming out with a half-page smash on the day immediately preceding my opening. A glance through the Campaign Book convinces me that no better newspaper advertising could be arranged than that outlined there. I would start this campaign with the smaller sizes, gradually increasing space until I broke with the half-page smash.

While my newspaper ads were running, I would get one of the local newspapers to back me in a contest, the object of which would be to get written reports from persons in my town as to what in their lives had been their most terrible experience. The best of these I would award suitable prizes —cash, tickets, or something similar. This would cause a great deal of mouth to mouth publicity—which would do my box-office much good.

APRIL AND MAY
Exhibitors-Universal Employees Months

To my mailing list I would send a multigraphed letter descriptive of the picture, and in my wording, make it a gala event in my theatre. Perhaps I would enclose a herald. Later I would send post-cards—obtainable at my exchange—to this same list, with theatre name and play date.

ld put over in "Wild Honey"

MY lobby display would be original and attractive. I would take the 24-sheet showing the waterfall scene, cover it with glass, stripping the edges with water-proof adhesive tape. Across the top of this I would extend a length of pipe perforated with small holes, through which water would spray against the glass, giving the impression of a waterfall, and through which people on the sidewalk could view the scene. I would enhance the beauty of this with colored light effects at night. I would also have settings appropriate to the African desert.

For a short prologue I can think of nothing more effective than one suggested in the Campaign Book. The spotlight would flash on my stage, which is in absolute darkness. It would illumine the face of a sleeping girl, who arouses, looks about her with a bewildered air, and then as something which the audience cannot see develops before her eyes, she would register horror and fear. Suddenly she shrieks, the lights go out, and the picture starts on the screen.

On my opening night I would make it a point to see that every newspaper in town was represented in my audience. As my personal guests I would have the prize winners in my contest, and I would award them their prizes, thus guaranteeing some real reviews the next day.

Then I would send over to the bank for extra money bags, for I'm sure I would need them during the run of the Universal-Jewel "WILD HONEY," directed by Robert Thornby.

EVERY step is practical and not expensive when you consider the magnitude of the production, and the return in actual dollars and cents. Extra work on a picture as big and as good as "WILD HONEY" means more than immediate big profits — IT PUTS YOUR HOUSE ON THE MAP!

A good Showman

Enter Your Name Today for a Share of the "U's" $7,000 Cash Prizes

"—made more money for us than any two reeler ever played !"

Whitehouse Theatre
Milwaukee, Wis.

"'WHEN are you going to show the next round?' was all that you could hear from audiences that saw the first," writes the manager of the Whitehouse Theatre, Milwaukee. "The first round, which is all we have played so far, made more money than any other two-reeler we ever played!"

THE Whitehouse is a big theatre run by a real showman. This man knew he had a BIG FEATURE when he booked "The Leather Pushers"—he exploited them as he would any other BIG FEATURE—and he packed his theatre at every show! You can do the same! Book this great series today!

APRIL AND MAY
Exhibitors-Universal Employees Months

Carl Laemmle offers
REGINALD DENNY IN

"The Leather Pushers"

UNIVERSAL-JEWEL COLLIER'S SERIES

THE GREATEST SERIES OF TWO REELERS EVER MADE

DIRECTED BY HARRY POLLARD FROM THE STORIES BY H. C. WITWER

Have You Entered Universal's $7,000 "Robinson Crusoe" Contest Yet?

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION-PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

Paul Gulick, Editor.
(Copyright, 1922, Universal Film Mfg. Co. All Rights Reserved.)
Vol. 15 APRIL 22, 1922 **No. 10**

Universal Moviegrams

WELFORD BEATON, brother of K. C. B., and a well-known writer himself, has joined the Publicity Department of the Universal to get the real inside dope on the picture business.

PATSY RUTH MILLER, who is under contract to Goldwyn, has been borrowed by the Universal to support Hoot Gibson in "Trimmed and Burning," by Hapsburg Liebe. Harry Pollard is directing.

REGINALD DENNY, whose "Leather Pushers" stories are just being released, is by the way of being an author himself. He wrote "Tropical Love" for Ralph Ince, and has had a story accepted by John Barrymore. In the daytime Denny acts at Universal City and in the night he courts the Muse.

WHAT do you think Gladys Walton, the ideal Universal flapper, likes best to eat? You'd never guess malted milk and chocolate bars, would you?

OUT at Universal City a new story has been selected for Erich von Stroheim's next screen production, but great secrecy is being maintained as to the title.

BARBARA BEDFORD has finished her third consecutive engagement at Universal City, this time opposite Frank Mayo in "Out of the Silent North," Drago's story filmed under William Worthington's direction. Before this she played opposite Herbert Rawlinson in "The Man Under Cover," and opposite Hoot Gibson in "The Land of the Lost."

SMILING and curly-headed Herb Rawlinson is itching to do heavy dramatic rôles. All right, Herb, but Hamlet has made a lot of flops.

APRIL AND MAY
Exhibitors-Universal Employees Months

BETTY FRANCISCO and William Robert Daly have been added to the cast of "Her Night of Nights," in support of Marie Prevost.

EVER know what Art Acord's middle name was? All right; here's the whole story—Artemus Ward Acord, named after the famous American humorist.

THOMAS HOLDING, well-known stage and screen and leading man, will be seen in Gladys Walton's next Universal film, "The Trouper."

JACK HENDERSON, playing the irate schoolmaster in "Some Class," a Century comedy starring Brownie, the wonder dog, directed by Alf Goulding, during his legitimate days appeared with such stars as Richard Mansfield, Lillian Russell and Fritzi Scheff.

❧

New Universal Production Aid Takes Over Three Companies

CHARLES P. STALLINGS, appointed a new unit production manager at Universal City after serving as location manager, has acquired three units. The first unit assigned to him was a Frank Mayo company directed by Wiliam Worthington, making Drago's "Out of the Silent North." The company has just returned from Truckee, where snow scenes were made. Two other units have been added. One is Hoot Gibson's next vehicle, "Trimmed and Burning," by Hapsburg Liebe. The other is directed by Nat Ross, and will make two-reel Northwest mounted police stories, the first of which is "The Red Rider." Reginald Denny, star of the Universal-Jewel super two-reelers, "The Leather Pushers," will star. Nat Ross is a new Universal director.

Many Screen Favorites Now With Universal

MANY of the screen's leading players now are at work at Universal City, playing roles in forthcoming productions—the most ambitious programme ever undertaken by that film company.

For "Under Two Flags," the Universal-Jewel version of Ouida's immortal epic, which stars Priscilla Dean and is directed by Tod Browning, who guided her in "Outside the Law," James Kirkwood, a star in his own right, has been engaged to play the leading male rôle. John Davidson, Stuart Holmes, Sydney Franklin and W. H. Bainbridge, have also been chosen.

Supporting Frank Mayo in "Out of the Silent North," directed by William Worthington, are Barbara Bedford, Lionel Belmore, Frank Leigh, Harris Gordon, Christian J. Frank, Frank Lanning, Louis Rivera and Dick Lareno.

In "Her Night of Nights," Marie Prevost is being accompanied by Edward Herne, Hal. Cooley, James Starr and others under Hobart Henley's direction. For a fashion show within the picture, some of Peggy Hamilton's most beautiful models are being used.

Supporting Harry Myers in "The Adventures of Robinson Crusoe" are Gertrude Olmstead, Gertrude Claire, Noble Johnson, Josef Swickard, Margaret Livingston, Emmett King, and other celebrated feature class players.

Harry B. Harris has chosen Reginald Denny, star of the Universal-Jewel series, "The Leather Pushers," to play opposite Gladys Walton in "The Trouper," upon which production starts at once.

Virginia Valli, one of the screen's real beauties, is Herbert Rawlinson's leading woman in "The Black Bag," the smashing mystery story by Louis Joseph Vance.

For three big Universal-Jewel specials, "The Flirt," by Booth Tarkington; "The Suburban," by Charles T. Dazey, and the story Erich von Stroheim will use, the casting lists are being carefully studied weeks in advance to assure superlative support.

How Midway Put Over "The Scrapper"

George Gladianos, Manager of the Midway Theatre, Montreal, Canada, Knows How to Exploit Universal Pictures. He Ought to—He's Been a 100% "U" Exhibitor for the Past Eight Years!

Loew Books Two Universal - Jewels

"Wild Honey" and "Man to Man" to Play New York Metropolitan Circuit

CHARLES ROSENZWEIG, general sales manager of the Big "U" Exchange, Universal's New York branch, announces that "Wild Honey," Priscilla Dean's latest Universal-Jewel production, has been booked by the Loew circuit for a total of 104 days, beginning April 17. "Wild Honey" had a run of several weeks in the Central Theatre, Broadway and Forty-seventh street, and later was presented in the Cameo Theatre, Forty-second street at Broadway.

AT the same time Loew's signed up for "Wild Honey" a contract also was made for "Man to Man," the Harry Carey super-Western now being shown at the Central Theatre. This Universal-Jewel will play over the Loew circuit for a total run of seventy days, beginning April 24th.

The two pictures will play the Loew houses on a split week basis, as is the policy of the chain, "Wild Honey" playing four days and "Man to Man" three. In the Loew's Newark Theatre the two productions have each been booked for a week's run.

When "Wild Honey" has completed its run at Loew's State and Loew's New York Theatre it will have played four Times Square locations, an unusual showing.

This Priscilla Dean picture is making a decided hit throughout the country, Universal reports. G. H. Jenkinson, manager of the Victor Theatre, in Minocqua, Wis., has notified the Universal home office that "Wild Honey" was the biggest box-office attraction ever shown in his theatre and that it was the first picture in five months to get out a crowd.

UNIVERSAL also received a very commendatory letter concerning "Wild Honey" from Mr. Robert H. Lane, Assistant Superintendent of the Los Angeles City Schools.

"I have recently seen two special Universal pictures, 'Wild Honey' with Priscilla Dean, and 'Tracked to Earth' with Frank Mayo," wrote Lane.

"I consider these two of the best pictures so far this year and I shall take great pleasure in recommending both for community gatherings in the city school district. Each of these pictures sets a very high standard, both from the artistic and from the technical standpoint, and I congratulate Universal on the fine success which has attended its efforts."

"MAN to Man" is pulling big crowds to the Central Theatre, Andrew J. Cobe, the manager, reports. Cobe is firm in his belief that Broadway picture-goers are just as enthusiastic concerning "Western" pictures as any community in the United States. "Man to Man" is said to be establishing records at the Central, even in advance of those established by "Wild Honey."

"Man to Man" is the second super-Western made for Universal by Harry Carey. It is a distinct novelty as a Western drama in that it opens up in the South Seas and shows Carey as a beach derelict in many scenes before he straightens up and goes back to his home in the West. Stuart Paton, who put the thrills in Priscilla Dean's former success, "Conflict," directed Carey in "Man to Man." The thrills of the picture include several good man to man fights and a tense cattle stampede sequence.

APRIL AND MAY
Exhibitors-Universal Employees Months

UNIVERSAL-JEWELS

To be presented by
Carl Laemmle

PRISCILLA
DEAN
IN
"That Lass O'Lowrie's"

Directed by Hobart Henley from the famous story by Frances Hodgson Burnett. Cast includes Robert Ellis, Wallace Beery, Beatrice Burnham, and Frankie Lee.

"Under Two Flags"

Directed by Tod Browning from the world-famous novel by Ouida. With a wonderful supporting cast headed by James Kirkwood and starring PRISCILLA
DEAN

HOUSE PETERS
AND A SUPERB CAST *in*

"Human Hearts"

Hal Reid's famous stage play made into a superb drama of tears and sunshine by King Baggot, with Edith Hallor, Russell Simpson, George Hackathorne, Mary Philbin, Gertrude Claire and others.

"The Storm"

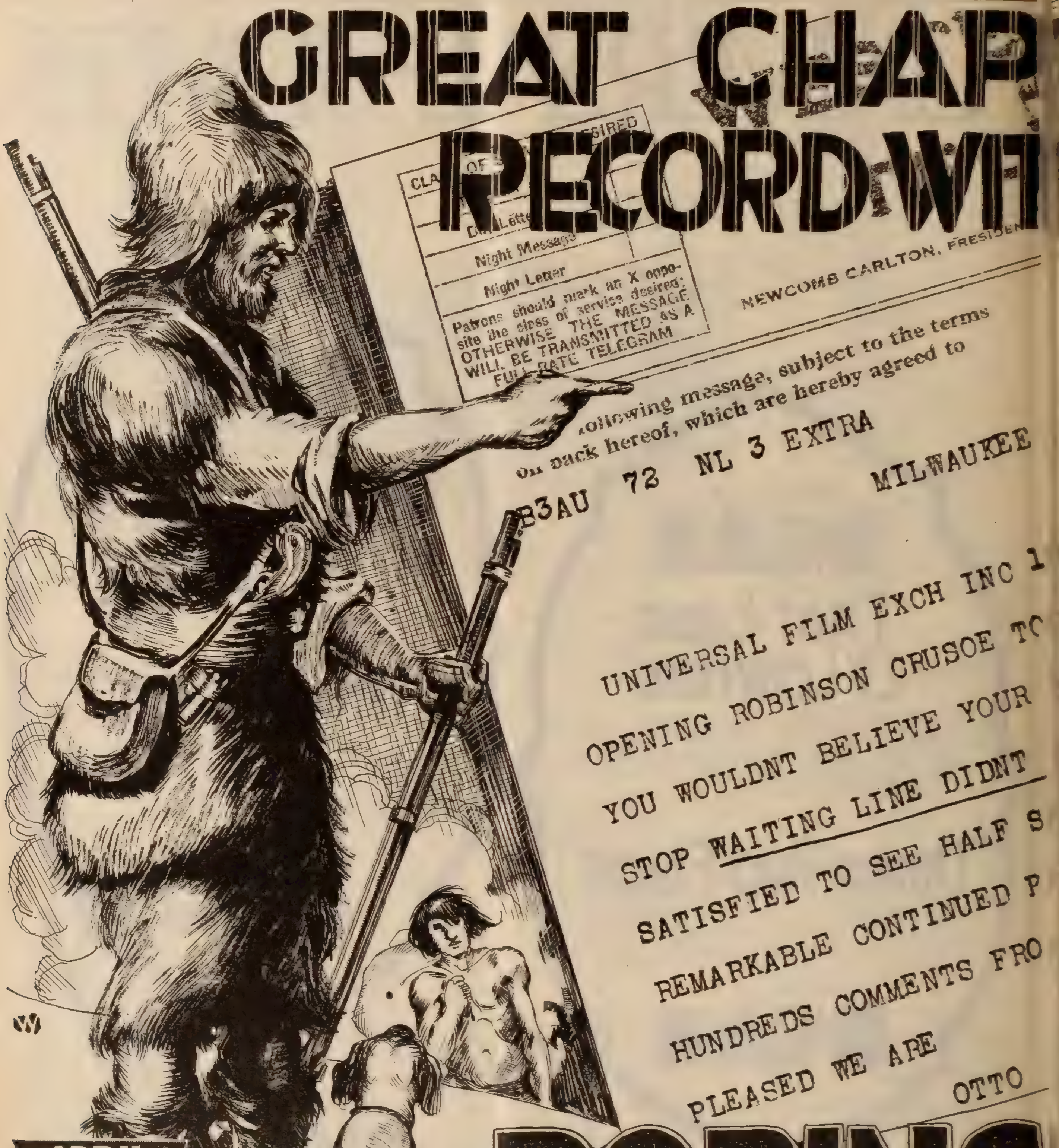
From George Broadhurst's production of Langdon McCormick's Broadway Sensation. Cast includes Matt Moore, Virginia Valli, and Josef Swickard, headed by

HOUSE PETERS

Coming!

GREAT CHAP

RECORD WI



CLA OF ESIRED

Day Letter

Night Message

Night Letter

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM

NEWCOMB CARLTON, PRESIDEN

following message, subject to the terms on back hereof, which are hereby agreed to

B3AU 72 NL 3 EXTRA

MILWAUKEE

UNIVERSAL FILM EXCH INC 1

OPENING ROBINSON CRUSOE TC

YOU WOULDNT BELIEVE YOUR

STOP WAITING LINE DIDNT

SATISFIED TO SEE HALF S

REMARKABLE CONTINUED P

HUNDREDS COMMENTS FRO

PLEASED WE ARE

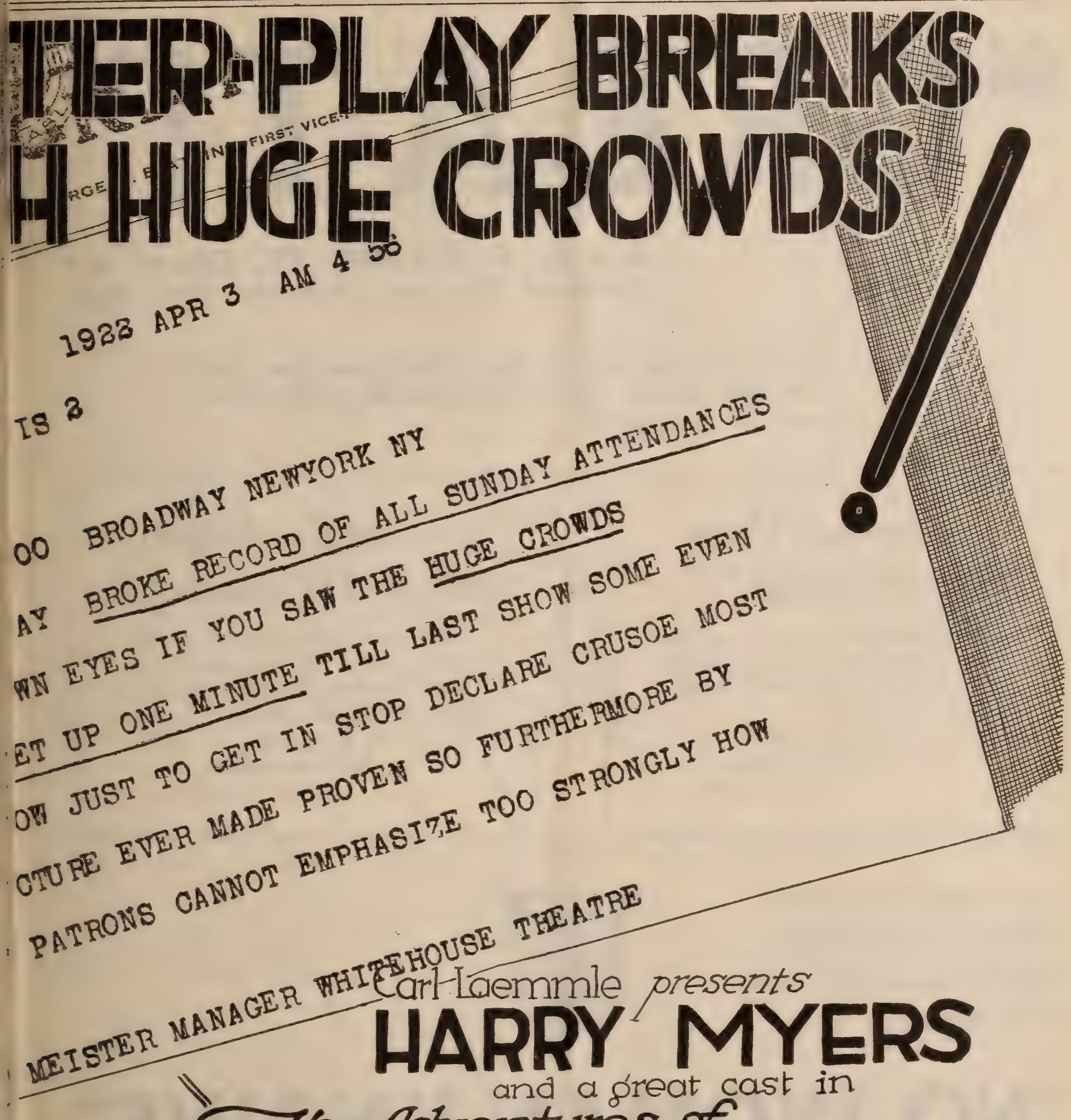
OTTO

ROBINS

UNIVERSALS GREAT

Register NOW for the $7,000 "Robinson Crusoe" Exploitation Contest

TER-PLAY BREAKS H HUGE CROWDS



FIRST VICE

1923 APR 3 AM 4 56

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OO BROADWAY NEWYORK NY

AY BROKE RECORD OF ALL SUNDAY ATTENDANCES

WN EYES IF YOU SAW THE HUGE CROWDS

ET UP ONE MINUTE TILL LAST SHOW SOME EVEN

OW JUST TO GET IN STOP DECLARE CRUSOE MOST

CTURE EVER MADE PROVEN SO FURTHERMORE BY

PATRONS CANNOT EMPHASIZE TOO STRONGLY HOW

MEISTER MANAGER WHITEHOUSE THEATRE

Carl Laemmle *presents*

HARRY MYERS

and a great cast in

"The Adventures of ON CRUSOE"

CHAPTER PLAY *Directed by* Bob Hill

Send Your Name Today for Universal's $7,000 "Robinson Crusoe" Contest

"GREAT!"

Says D. F. THORNBURG, Liberty and Overland Theatres, Nebraska City, Neb.

"Some of my patrons said it was better than 'The Old Nest.' Sure did please! Don't be afraid to go the limit on advertising! It's great!"

"-----better than 'Humoresque!'"

"From reports it must be an excellent attraction. Several told me they liked it better than 'Humoresque'!"

E. L. FRANCK,
Oais Theatre,
Ajo, Ariz.

"-----not a better one in 10 years!"

"I have not shown a better picture in ten years. Universal-Jewels are really and truly jewels! This picture will live for years!"

W. W. WHITE,
Jefferson Theatre,
Jefferson City, Tenn.

Carl Laemmle offers
MABEL JULIENNE SCOTT *and* STUART HOLMES *in*

APRIL AND MAY
Exhibitors-Universal Employees Months

"NO WOMAN KNOWS"

From the amazing story of "FANNY HERSELF" by EDNA FERBER

A UNIVERSAL-JEWEL PRODUCTION Directed by TOD BROWNING

What Motion Picture Exhibitors Are Doing

Hippodrome Opened

The new Hippodrome Theatre, Bakersfield, Cal., has been officially opened. William Gleason is manager of the West Coast's new playhouse.

McCabe Starts New House

A new theatre, the Vaudette, has been opened by Mr. McCabe in Shepherd, Mich.

Texas House Opens

The new Pearl Theatre, San Antonio, Texas, has opened its doors to the public.

Radio in Kansas City Theatres

Many motion picture audiences in Kansas City now are being treated to radio concerts. A "three-step" receiving apparatus, owned by Frank Fisher and Charles Siegfried, is being attached each night to an aerial on one of the various theatres, an amplifier placed on the stage and the music or singing broadcasted to the audience. The concerts are being received alternately at the Benton, Bancroft, Gillham, Colonial and Murray Theatres.

"Pay as You Leave" Stunt

B. J. Callahan, owner of the Strand Theatre, Seaside, Ore., has hit on a decidedly new idea for the winter months, when the summer resort town is below par in population. The regular admission is omitted, while a contribution box at the door is called to the attention of patrons by slides which read, "If you liked the show, put your contribution in the box as you go out. If you didn't, it's on us!" Mr. Callahan has other interests outside of the moving picture business.

National Theatre Bought

The Liberty Theatre, Leonard, Texas, has bought out the National Theatre. The National will be moved to Celeste, Texas.

"Strikes Twelve" on Century

Praise from the home office was heaped upon the worthy crown of Henry Taylor, Universal salesman out of the Kansas City office, last week. "Hennery" accomplished an enviable feat when he succeeded in lining up a solid Century week at the Regent, Mainstreet, Globe and Empress Theatres in Kansas City, and in addition, he closed with the Liberty Theatre, Kansas City, for a week's run on "Peggy Be Good" and "Mutts."

Palace Theatre Opens

The Palace Theatre, Wortham, Texas, which was erected at a cost of $50,000, has been opened.

Reduces Admission

The Elmwood, Buffalo, has reduced prices. Bruce Fowler, manager, in making the announcement, says: "The trend of things has been downward and the management is willing and anxious to do its part to bring about the adjustment which will bring this old world back to earth, so to speak, and traveling on an even keel, hence the reduction in prices." The Elmwood is one of the finest neighborhood theatres in the city.

Buys Stanley's Interest

Clarence P. Mittendorf is now part owner of the South Side Theatre, Ironton, Ohio, having acquired the interest held by H. M. Stanley.

Crystal Theatre Sold

It is reported that the Crystal Theatre has been sold by F. T. Langhoff to the Norton Amusement Company of Watertown, Wis.

To Erect $50,000 Playhouse

The Perkasie, Pa., Fire Company has awarded to the Fred McLeister Construction Co. of Philadelphia the general contract to put up a $35,000 motion picture theatre at Perkasie. These figures do not include the equipment or interior work, which will run the cost to $50,000. Work will be started as soon as material can be got on the ground. The fire laddies have been running shows in their house for several years and have built up a fine business.

Sells Iowa Playhouse

Gordon Becker, Waterloo, Iowa, has sold his motion picture theatre to Joe Keef.

Buys Illinois House

The Barth Theatre, Carbondale, Ill., and its entire equipment has been purchased by Jean Dagle from Ed. Barth.

Cohn Purchases Royal

Victor Cohn has assumed the business and management of the Royal Theatre, Chillicothe, Ohio.

What They Say About Universal Film

"My Patrons Liked This One"

"Thunder Island," with Edith Roberts.—My patrons liked this one.—Leslie Hables, Reel Joy Theatre, King City, Calif.—Small town patronage.

"PLEASED GOOD CROWD"

"Playing With Fire," with Gladys Walton.—Brother Jenkins, we consider this little actress fully as easy to gaze upon as the young lady of your choice. Get this picture and be convinced. It pleased a good crowd for us.—W. H. Creal, Sr., Suburban Theatre, Omaha.

"A Fine Little Picture"

"Opened Shutters," with Edith Roberts.—A fine little picture. Played with Clyde Cook comedy, "The Sailor." A good comedy.—Olen Reynolds, Pearl Theatre, Hymera, Ind.—General patronage.

"A GREAT PICTURE"

"The Fox," with Harry Carey.—The advertising line: "The first super-Western ever made," does not overrate this excellent production, as it surely is a great picture and production and story are worked up in a most satisfactory manner. This is actually the first Western picture shown in this theatre in over a year and the same showed to better than average business two days.—W. H. Brenner, Cozy Theatre, Winchester, Ind.—General patronage.

"It's Different"

"The Fire Cat," with Edith Roberts.—My patrons liked this picture. It's different. Good drawing title.—F. E. Sabin, Majestic Theatre, Eureka, Mont.—Neighborhood patronage.

"Continuous Uproar"

"Brownie's Baby Doll" (Universal), with Baby Peggy.—Patrons still talk about this comedy. Every one thought Peggy just great. Had the house in a continuous uproar. There's really not so much to the comedy, but it sure went over fine for me.—Chas. Kuchan, Idylhour Theatre, Canton, Ill.—General patronage.

"GIVE HOUSE GOOD NAME"

"Once to Every Woman," with Dorothy Phillips.—Ran this in connection with the song, "Ben Bolt." Purchased 500 copies of songs and gave them away with heralds inside. Everybody came out trying to swallow the lump in their throat. Book it. Old, but will give your house a good name.—G. K. Hanks, Pastime Theatre, Manning, S. C.—Small town patronage.

Von Stroheim Writing Own Story

Splendid Cast Engaged To Appear In Forthcoming Universal Super-Jewel—Title Remains A Secret

VON STROHEIM is writing his own story. He will start shooting within a month at Universal City. Mary Philbin, enigma of the screen, will have the big supporting role. It will decide her future; whether she is as great as Bernhardt, as critics believe, or just a sweet little girl. Maude George, Dale Fuller and Caesare Gravina, all of whom won immortality in "Foolish Wives," will have pivotal parts. Gravina is being brought back to Universal City from Brazil. Al Edmunson, who did admirable character work in the million dollar production, will again be used in a difficult interpretation.

THE story will have as its atmospheric background a colorful corner of the Continent. Magnificent sets will again be built, thousands will be employed, and Carl Laemmle will throw back to the wheel of chance part of his winnings on "Foolish Wives." The gamble will not be as great as it was two years ago when Von Stroheim had but two successes to his credit. At the moment "Foolish Wives" is breaking every box office and attendance record throughout the world.

NOTHING much can be said about the new story. It has a title that Universal could sell by itself for the cost of the picture. It is being copyrighted. It has the Continental atmosphere of which Von Stroheim is a part. Unlike "Foolish Wives," it will be completed in three or four months and held down in footage to super-feature length.

Big things are in store for Von Stroheim. For his future use Carl Laemmle has bought "Castle Hubertus," a spectacular story by Ganghofer, peer of Austrian authors.

Harry Pollard at Universal

HARRY POLLARD, who topped off a fine record as a director by filming "The Leather Pushers," has been engaged by Carl Laemmle to direct at Universal City.

Although Reginald Denny, the star of "The Leather Pushers," is at the studio, Pollard's first work will be to guide Hoot Gibson through a fast Western feature, "Trimmed and Burning," a magazine story by Hapsburg Liebe. Production will start within a few days and a cast is being selected.

"The Leather Pushers" series will be "The Leather Pushers" series will be made. In the meantime Reginald Denny is starring in a series of short reel action dramas of the Northwest Mounted Police under the direction of Nat Ross, well known film director.

Harry Pollard has made pictures for most of the big companies and counts among his successes "The Quest," "The Miracle of Life," "The Girl From His Home Town," "The Devil's Assistant," "The Girl Who Wouldn't Grow Up," and just recently the short reel snickers of the semester, "The Leather Pushers."

Fathered Her First Steps, Now Watches Her as Star

JAMES KIRKWOOD feels very much like a father who has returned home to his child after nine years' absence, as he plays opposite Priscilla Dean in "Under Two Flags" at Universal City.

Tod Browning feels different as he directs Miss Dean, for he knows that the eyes of a man who guided her first steps before the camera are upon him.

Nine years ago at the old Reliance studio in New York, Kirkwood was one of those pioneer directors who could come on the set Monday morning without a story and before Wednesday night have a picture completed, a one reel "feature."

There came to him one day a woman and her child. The child was Priscilla Dean, the mother May Preston Dean, widely known stage star. The little girl, bright eyed and vivacious, was put to work immediately. In each picture under Kirkwood's direction she displayed talent which made him prophesy a big future for her when she should leave the stage entirely and go to the new film colony on the West Coast.

His prediction has come true and Priscilla Dean reigns supreme in vital emotionalism on the screen.

But it's amusing to see the parental look in Kirkwood's eye as Miss Dean with her consummate artistry creates the image of Cigarette before the camera. Browning, by the way, worked in the old Biograph company in Los Angeles when Kirkwood was assisting Griffith in directing there.

APRIL AND MAY
Exhibitors-Universal Employees Months

Go After the Big "Crusoe" Money. Send Your Name In Today, NOW

"Better than any picture I have ever run!"

Says T. K. Greer,
COLISEUM THEATRE,
Stoneboro, Pa.

"MY patrons liked it immensely," adds this exhibitor, voicing the same praise which has met this great Western Super-Production wherever played. It carries the punch and thrill that make audiences sit on the edges of their seats — tempered with the kind of love romance every one likes! See your Universal Exchange about it now!

APRIL AND MAY
Exhibitors-Universal Employees Months

Carl Laemmle presents

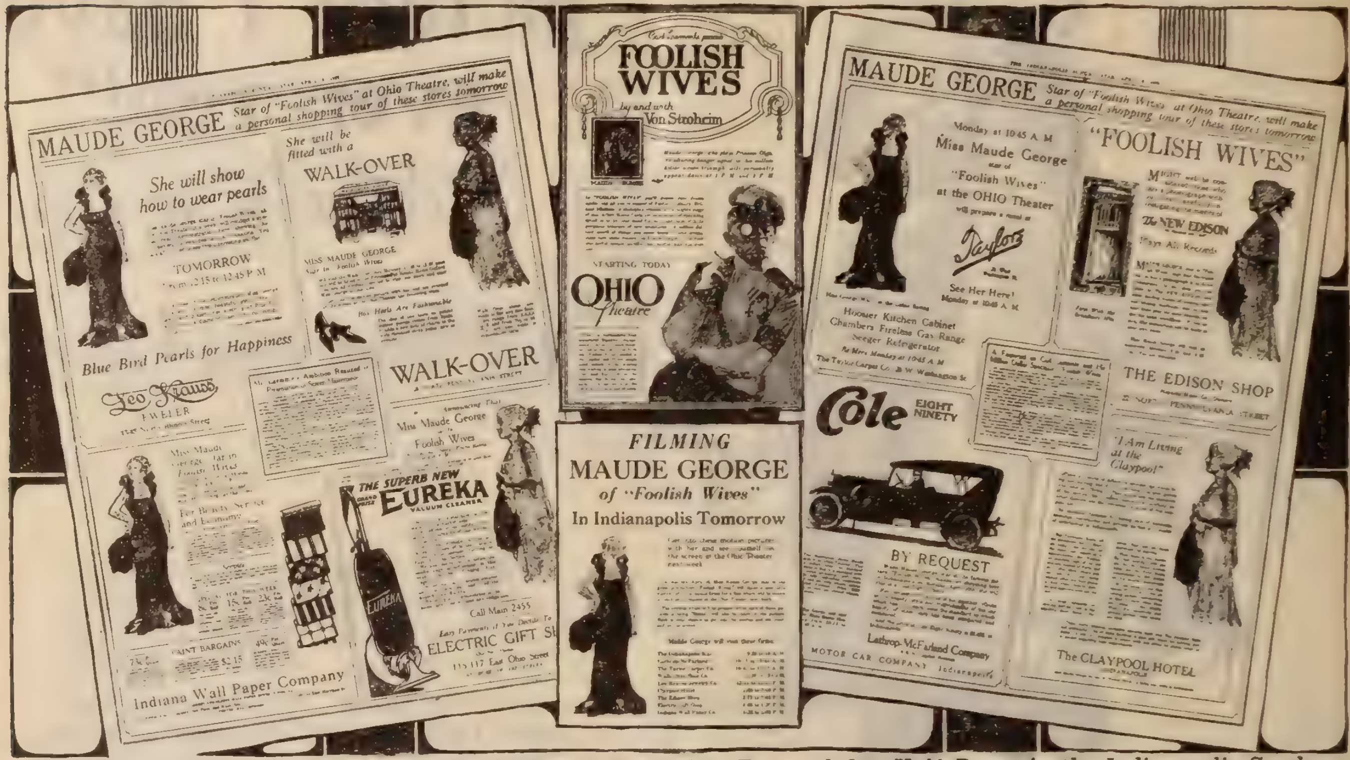
HARRY CAREY

In the first western SUPER-PRODUCTION ever made

"The FOX"

A UNIVERSAL-JEWEL *Directed by* Robert Thornby

Jewel Exploitation Helps Exhibitors



MAUDE GEORGE Star of "Foolish Wives" at Ohio Theatre, will make a personal shopping tour of these stores tomorrow

She will show how to wear pearls

TOMORROW

From 12.15 to 12.45 P. M.

Blue Bird Pearls for Happiness

Leo Krauss

JEWELER

She will be fitted with a

WALK-OVER

MISS MAUDE GEORGE

Star in Foolish Wives

Her Heels Are Fashionable

WALK-OVER

Miss Maude George Star in Foolish Wives

For Beauty Service and Economy

PAINT BARGAINS

Indiana Wall Paper Company

Announcing That Miss Maude George in Foolish Wives

THE SUPERB NEW EUREKA VACUUM CLEANER

Call Main 2455

ELECTRIC GIFT SH

115-117 East Ohio Street

Carl Laemmle presents

FOOLISH WIVES

by and with Von Stroheim

STARTING TODAY

OHIO Theatre

FILMING

MAUDE GEORGE

of "Foolish Wives"

In Indianapolis Tomorrow

Maude George will visit these firms

MAUDE GEORGE Star of "Foolish Wives" at Ohio Theatre, will make a personal shopping tour of these stores tomorrow

Monday at 10.45 A. M.

Miss Maude George

star of

"Foolish Wives"

at the OHIO Theater

Taylor's

See Her Here!

Monday at 10.45 A. M.

Hoosier Kitchen Cabinet

Chambers Fireless Gas Range

Seeger Refrigerator

Be Here Monday at 10.45 A. M.

The Taylor Carpet Co.

Cole EIGHT NINETY

BY REQUEST

Lathrop-McFarland Company

MOTOR CAR COMPANY Indianapolis

"FOOLISH WIVES"

The NEW EDISON

Plays All Records

THE EDISON SHOP

"I Am Living at the Claypool"

The CLAYPOOL HOTEL

Marc Lachmann, Universal-Jewel Exploiteer, Lands More than Two and One-Half Pages in the Indianapolis Sunday Star, in Connection with Maude George's Personal App earance at the Ohio Theatre, Where "Foolish Wives" Is Creating New Records.

"Speaking About Wrecking, Von Stroheim Is Wrecking Every Woman's Heart in Indianapolis at the Ohio Theatre in 'Foolish Wives'" Was the Clever Tie-up Slogan of Marc Lachmann.

Andrew J. Cobe's Pologue for "Man to Man" at Central Theatre, New York City. The Artistic Backdrop Is a Replica of the Opening Scene of Carey's Current Universal-Jewel. A Hawaiian Dancer and Native Trio Furnished Delightful Atmosphere to the Film, Which Delighted Huge Audiences During the Picture's Run.

How Are You Going to Spend Your Prize Money?

What are you going to do with the $50 prize that you win in the "ROBINSON CRUSOE" $7,000 PRIZE CONTEST?

You know that four of them will be given away each week for four weeks. Have you entered your name and have you got your exploitation plan all schemed, ready to shoot?

Those exhibitors who have run the first episode of "ROBINSON CRUSOE" within the past week have still seven days to mail in the details of the exploitation plan they used to make this a box-office winner.

$50 WILL PAY FOR —

A new dress for the "Missus."
A bicycle for the boy.
A pair of tires for your automobile.
Re-papering your parlor.
Your railroad fare on your vacation.
A brand new split bamboo fishing rod and reel.
New frames for your lobby display.
Your State Income Tax.
Rental on a good feature picture.
A nice sport suit

These are only ten things that $50 will buy. It's a cinch everybody can use a splendid $50 Cash Prize.

When all that is necessary is to send in the exploitation plan you used on your serial—there's nothing to it! You are going to exploit the serial or you wouldn't have booked it. Now, let us know how you did it and win a prize.

Don't forget that each month we are going to give a $450 Prize away, and a $300 Prize, and a $200 Prize. These are for the best plans submitted for the month. We don't have to suggest to you what you can do with $450. You know better than we can tell you.

Instead of suggesting to you how you should exploit "Robinson Crusoe," we are making it so profitable to you by giving you these Cash Prizes that you are bound to rack your brains and put over a real exploitation plan.

Every showman in the country is digging back through his scrapbooks and working up ideas for this exploitation campaign. Don't delay a minute to get in this contest! Enter now! That means today!

Don't Wait! Send in Your Name Now, TODAY!

Without a doubt the greatest picture ever produced. Never heard so many comments from patrons as on this picture. Positively broke all records. We don't care how big a picture was ever produced, it can't come up to the tremendous drawing possibilities of "Foolish Wives". We sincerely recommend it to exhibitors as an attraction that not only brings in big money but gives prestig to any House. We cannot boost it to strongly, no matter how big we pu for it's a positive life saver for t exhibitor. Played Empire at popu prices.

A. DOBBS
EMPIRE THEATRE
Milwaukee,

for the
Exhibitor"

says **A. Dobbs**
EMPIRE THEATRE
MILWAUKEE, WIS.

Carl Laemmle's
Supreme
Achievement

**Universal
Super
Jewel**

by and with
Von Stroheim

MUST I BEG YOU T

Are you so doggoned prosperous that money does not interest you?

Does easy money to the extent of $50 or $200 or $300 or $500 fail to arouse the slightest spark within you?

If you can pick up this money IN THE ORDINARY COURSE OF YOUR BUSINESS, don't you want it?

I've announced several times that I am prepared to GIVE AWAY $7,000 in cash to exhibitors who put over THE MOST ORIGINAL AND EFFECTIVE EXPLOITATION IDEAS on "The Adventures of Robinson Crusoe," but not one-tenth as many of you have started to work as I expected.

You're going to run this this serial anyhow. You're going to exploit it anyhow. That's a part of your regular work. As long as you're doing that much, why not take the additional trouble of sending in your name to the Contest Manager of our Serial Department? That's all. Simply enter. Then go through your regular work and see if your ideas are clever enough to pick up an extra chunk of money for you.

It costs you nothing. The serial will make money for you. Good exploitation will make still more money. On top of that you MIGHT get one of the weekly or monthly prizes.

Now, study the plan---it's simple as can be:

Every week during April, May, June and July, four exhibitors will receive prizes of $50 each for the best exploitation ideas that week. At the end of each month, the ideas of the 16 who have won $50 prizes will be considered by a committee, and the best one will bring its originator the major prize for that month, $450—or a cool $500 in all! Second

Don't Wait! Send Your Name In Today for the "Robinson Crusoe" Prize

ACCEPT CASH?

best will bring $300, or $350 in all, and third, $200, or a total of $250.

In other words, 16 live showmen are going to split up $1,750 each month during April, May, June and July for the most practical and simple exploitation ideas for the greatest serial ever made, "THE ADVENTURES OF ROBINSON CRUSOE." Some lucky exhibitor is going to get $500, another will get $350 and a third favorite of fortune will knock off a cool $250 — each month!

All you have to do to get your share of this money is to send in your name to the Contest Manager, Serial Department, Universal Film Manufacturing Co. After you have staged and put over your stunt, send in a description of it, photograph of yourself and of the stunt. Then watch The Moving Picture Weekly for results!

Full details, the names of the judges and the names of prize winners will be announced in coming issues of The Moving Picture Weekly. If you do not get your copy every week, get after your exchange man and tell him you MUST have The Moving Picture Weekly! He will see that you get it!

A committee of expert, disinterested judges—names to be announced later—will pass on every idea entered in this contest, and will pick the winners. Your idea will be judged on its merits from three angles — effectiveness, originality and adaptability. Bear these three points in mind!

Get into this contest now! If you are an exhibitor, you are eligible! Send in your name and get after some of this money. Do it today! Even if you don't play the serial until July, get your name in now! You can't make a mistake by getting into this big cash prize offer, because every step you take boosts your box-office. ACT AT ONCE! Send in your name today.

Carl Laemmle

Get Your Share

STARS, stories, directors, casts, detail — in every way these pictures are as good as they ever were! If you have never shown them you are in line to make real money when you do! Beat your competitor to it!

APRIL AND MAY
Exhibitors-Universal Employees Months

# of this Money!

There's a real treasure in every one of these Success Proven Jewels

HERE are six master-keys to this chest of gold—every one of them tried and proved — Six Great Universal-Jewels! Exhibitors everywhere have played them and cleaned up — and are still doing it! DEAN — STROHEIM — VALENTINO — PHILLIPS — names that are shattering box-office records in every city in this country — and in these pictures they created their prestige and popularity. If you haven't played these Jewels you are passing up real money. Take our tip and wire or write your nearest Universal Exchange today!

PRISCILLA DEAN

IN

"THE VIRGIN OF STAMBOUL"

"OUTSIDE THE LAW"

"REPUTATION"

VON STROHEIM

IN

"BLIND HUSBANDS"

"The DEVIL'S PASSKEY"

DOROTHY PHILLIPS

AND

RUDOLF VALENTINO

IN

"ONCE TO EVERY WOMAN"

Get Busy. $7,000 Is Going to Be Given for "Crusoe" Stunt Ideas

the more you use

No. 277.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

The stronger you make the Universal, the stronger you make yourself.

The more Universal pictures you use, the safer you are.

If the Universal were a new, untried company whose methods were as yet undetermined, this would not mean anything to you. But you know the Universal. You know its reputation. You know there's not a company in the world that stands higher with the great mass of exhibitors. You know no company in the world has tried LESS to put something over on you.

We can make, and are making, EVERYTHING YOU NEED TO RUN YOUR THEATRE MOST PROFITABLY.

We produce from twelve to twenty Universal-Jewel super-features every year, anywhere from seven to twelve reels in length.

We produce from forty to forty-eight Universal Special Attractios every year, anywhere from five to six reels in length.

We release two International News Reels every week (104 a year).

We produce and release one two-reel drama every week (52 a year).

We produce and release one one-reel Star comedy every week (52 a year).

We release one two-reel Century comedy every week (52 a year).

the safer you are

We produce and release serials at the rate of two episodes every week, having two serials running at all times. These are the new type of serials which have revolutionized the serial business, such as "Winners of the West," "In the Days of Buffalo Bill," "The Adventures of Robinson Crusoe," "With Stanley in Africa," etc.

We produce and release from time to time, in addition to the above, various extra novelties such as the remarkable "Leather Pushers" series which is taking the country by storm.

On top of all this we produced and released the first million-dollar picture ever made—"Foolish Wives."

In other words we make every kind and class of picture you can possibly need. It contains as much variety as you can find in the product of all other producers combined. It gives you the big stuff, the small stuff, the novelties and everything required to ENTERTAIN your people.

Every dollar's worth of this that you rent strengthens our position and therefore strengthens yours, BECAUSE THERE NEVER HAS BEEN A TIME WHEN WE HAVEN'T PLAYED WITH THE EXHIBITOR, WITH THE CARDS ON THE TABLE—FACE UP—AND THERE NEVER WILL BE SUCH A TIME!

You don't have to guess what we will do. You KNOW! You've got our record. And it's white! There's not a black mark against it in spite of all the storm and stress this company and this industry have passed through.

You and a few stockholders and I own the Universal, body, soul and breeches. You and a few stockholders and I control its policies. You and a few stockholders and I take no orders from Wall Street or anybody else on God's green footstool.

Give the Universal every bit of business you can, right down to the last dollar—and the Universal will give it back to you in value, in profit and in SAFETY FOR THE FUTURE.

First Choice of

Baby Peggy

the cutest child on the screen

Brownie

the wonder dog

Lee Moran

a dynamo of laughs

Harry Sweet

the merry mimic

Current Releases

BABY PEGGY

- "Get-Rich-Quick Peggy"
- "Little Miss Mischief"
- "The Little Rascal"
- "Peggy Be Good"

BROWNIE

- "Table Steaks"
- "Cheerful Credit"
- "Mutts"

LEE MORAN

- "The Straphanger"
- "The Touchdown"
- "Upper and Lower"

HARRY SWEET

- "Shipwrecked Among Animals"
- "Horse Sense"
- "A One Horse Town"

Released thru UNIVERSAL

Century

First Run Houses Everywhere!

CENTURY COMEDIES, with their continued high standard of quality entertainment, have the trade by the ears. They're the talk of the picture world. First run houses insist on quality. In Century Comedies they get just that for a reasonable rental, and get it week after week — 52 times in the year. That is why every week finds a score of additional first run houses featuring Century Comedies. They're only two reels long, but feature size in pulling power.

Get busy — right now!

What Some of the First Run Houses are Doing

GRAUMAN'S $1,000,000 THEATRE, Los Angeles—"Peggy Be Good" and "Mutts" each for entire week.

CENTRAL THEATRE, New York—"Peggy Be Good" for three solid weeks.

CAMEO THEATRE, New York—"Peggy Be Good," indefinite run starting March 26th.

GARDEN THEATRE, Des Moines — "Mutts," full week.

STANDARD THEATRE, Cleveland — "Mutts," full week.

MOON THEATRE, Omaha — "Horse Sense," full week.

GARDEN THEATRE, Washington, D. C. —"One Horse Town," full week.

CASINO THEATRE, Philadelphia—"Peggy Be Good" and "Mutts," full week each.

PEOPLE'S THEATRE, Portland—"Upper and Lower," full week.

JENSEN - VON HERBERG CIRCUIT, Portland, Ore. — "Peggy Be Good" and "Mutts," full week.

LIBERTY THEATRE, Kansas City — "Peggy Be Good" and "Mutts" full week each.

APRIL AND MAY
Exhibitors-Universal Employees Months

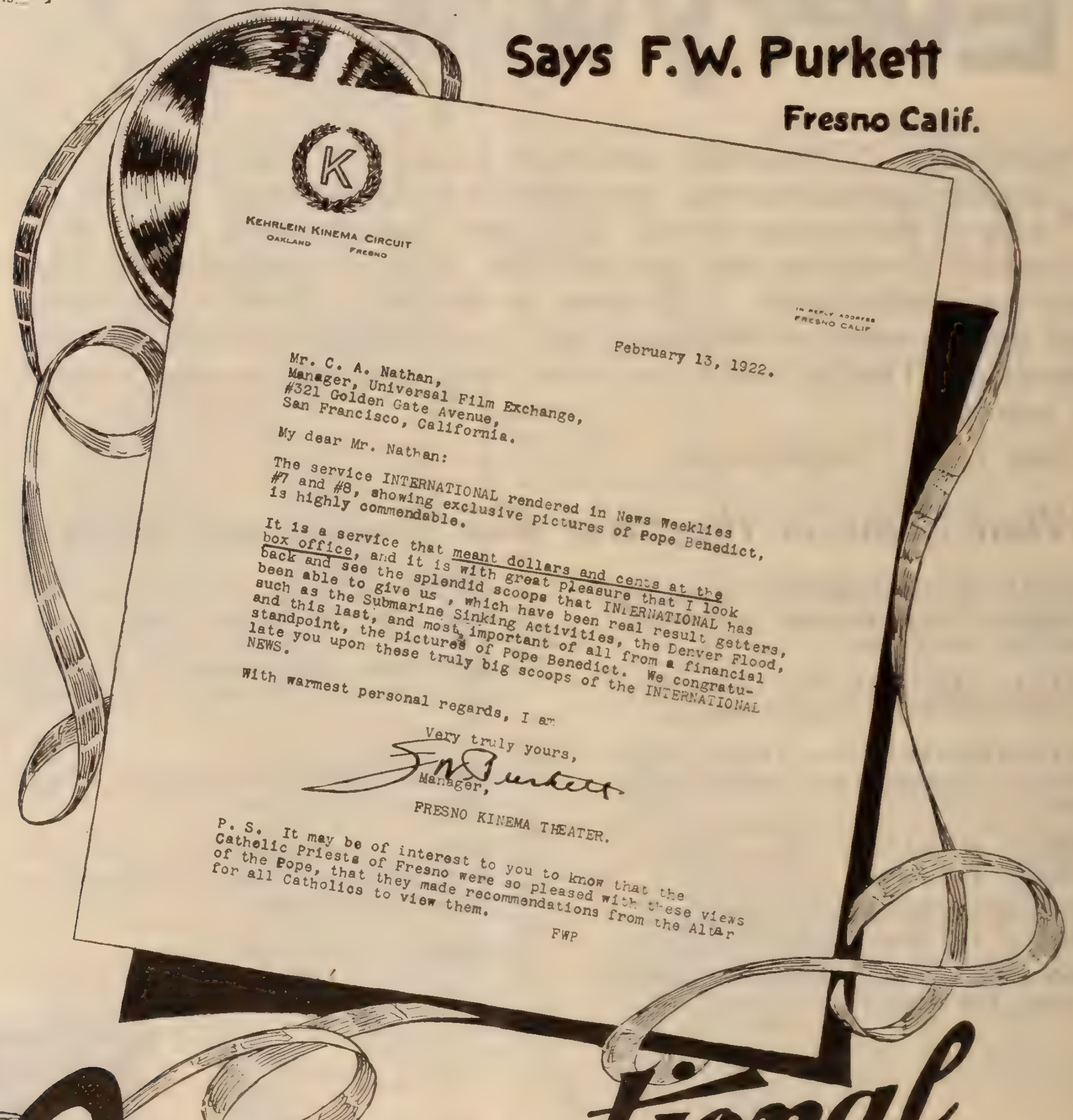
he Best One-a-Week Comedy on the Market

Comedies

"It Means Dollars and Cents At The Box Office!"

Says F. W. Purkett

Fresno Calif.



KEHRLEIN KINEMA CIRCUIT
OAKLAND FRESNO

IN REPLY ADDRESS
FRESNO CALIF

February 13, 1922.

Mr. C. A. Nathan,
Manager, Universal Film Exchange,
#321 Golden Gate Avenue,
San Francisco, California.

My dear Mr. Nathan:

The service INTERNATIONAL rendered in News Weeklies #7 and #8, showing exclusive pictures of Pope Benedict, is highly commendable.

It is a service that meant dollars and cents at the box office, and it is with great pleasure that I look back and see the splendid scoops that INTERNATIONAL has been able to give us, which have been real result getters, such as the Submarine Sinking Activities, the Denver Flood, and this last, and most important of all from a financial standpoint, the pictures of Pope Benedict. We congratulate you upon these truly big scoops of the INTERNATIONAL NEWS.

With warmest personal regards, I am

Very truly yours,

F W Purkett
Manager,

FRESNO KINEMA THEATER.

P. S. It may be of interest to you to know that the Catholic Priests of Fresno were so pleased with these views of the Pope, that they made recommendations from the Altar for all Catholics to view them.

FWP

International News

Released Through Universal

THEATRE OWNERS' PAGE

Plan Theatre for New York

Seventy-ninth Street Amusement Company, New York City, has filed plans for the erection of another new theatre on property at Second avenue and Seventy-ninth street.

Open $40,000 Picture Theatre

The new $40,000 playhouse at Warwood, W. Va., owned by Mr. and Mrs. W. H. Morgan of Yorkville, Ohio, has been opened.

Memorial Theatre for Texas

A site has been decided upon and preliminary work started on the construction of the Miller Memorial Theatre in Galveston, Texas.

Magnificent House for Cleveland

Property in Cleveland, Ohio, sold through Joseph Laronge Company will be remodeled and $125,000 spent in the building of a motion picture theatre and office building.

To Open Desmond in May

Finishing touches are now being put on the new Desmond Theatre, Ft. Huron, Mich., which will assure its opening in May.

Will Erect Suburban House

Percy Garrigues and W. E. Tebbetts, owners of the Highway Theatre, Portland, Ore., will build a new playhouse in the suburban district. The seating capacity of the proposed theatre will be 1,500.

New Theatre Seats 1,100

J. H. Phillips, of Babylon, N. Y., has drawn plans for a new motion picture theatre here to seat 1,100.

Hughes to Build Playhouse

E. E. Hughes and associates have started the erection of a new theatre in Nashville, Ark.

New Pennsylvania Theatre

Harry Seitz Ran Universal in His Old Opera House, Freeport, Pa., When Universal Made Nothing Over Two Reels in Length. Since His New Theatre Has Been Completed He Uses Almost the Entire Output.

Dallas to Have New Theatre

R. C. Bromley, of Dallas, Texas, will build a new theatre at Richland, Texas.

Schulman Opens Strand

The Strand Theatre, Houston, Texas, owned by Schulman & Sons, has been opened.

To Build $85,000 House

Bangor, Maine, is to have a new motion picture theatre. Property has been purchased by the Slate Belt Republican Club, which has agreed to finance the proposition. Plans call for an expenditure of about $85,000.

Sunday Movies Approved

East Aurora, N. Y., the home of the Roycrofters, has voted in favor of Sunday moving pictures. "Shall moving pictures be allowed on Sunday as a commercial enterprise?" was the question voted upon at the recent town election. Yes, said 456. No, said 308.

Recovering from Burns

Mrs. Emma Reinmiller of the Campbell Theatre staff at Weatherly, Pa., has been discharged from the State Hospital at Hazleton, Pa., after two months' treatment for burns of the legs and body sustained when her clothing caught fire from a small stove in the playhouse last winter. Her life was saved by young men, who rolled her into a snowbank most unceremoniously.

To Handle "Foolish Wives"

Charles W. Russell, who has been in charge of the short reel department for Universal at the Kansas City office, will assume charge of the distribution of "Foolish Wives" in Iowa and Nebraska. He will be succeeded in Kansas City by William Benjamin, who also will continue to handle features in key towns. Mr. Russell went to Chicago prior to his departure for the territory.

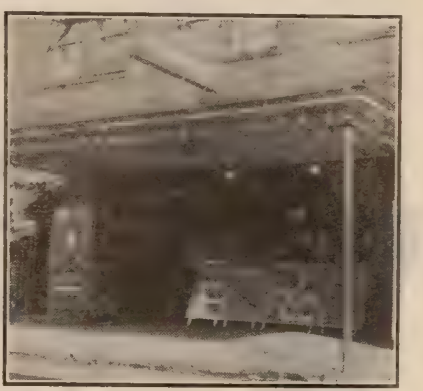
Novel Stunt Successful

That the pay-as-you-leave plan adopted by two motion picture houses at Bend, Ore., is a revenue-getter is demonstrated by bigger houses and more cash in the cash box at each theatre. It is optional with each patron how much he shall pay, or whether he or she shall pay at all, which, however, has resulted in everybody paying, and liberally, at that.

Exhibitor's Father Dies

Max Levine, manager of the Masque Theatre in Buffalo, is mourning the loss of his father, who died following an extended illness.

Consistent Universal User



Chris Wagner's Paramount Theatre, Connellsville, Pa., Uses All Special Attractions Two Days Each, in Addition to All Universal Short Product. Wagner Also Is Owner of the Soissons Theatre in the Same Town.

Disposes of Theatre Interest

Joseph A. Schuchert has disposed of his interest in the new Strand Theatre in Niagara Falls to a group of prominent Falls business men. The Strand is nearing completion. C. A. Hayman is at the head of the controlling company. Mr. Schuchert is interested in several Buffalo theatres.

Exhibitor Marries

Harold Werner of Freeland, Pa., manager of the Refowich Theatre and former manager of several Reading, Pa., playhouses, and Miss Mary E. Bragg of Spartanburg, S. C., were married at Freeland, where they will reside.

Adopt New Policy

The Loew State in Buffalo is now showing a separate bill on Sunday. Features and acts are booked for the one day only. The policy opened Sunday, March 26. The new Lafayette Square adopted the same policy several weeks ago.

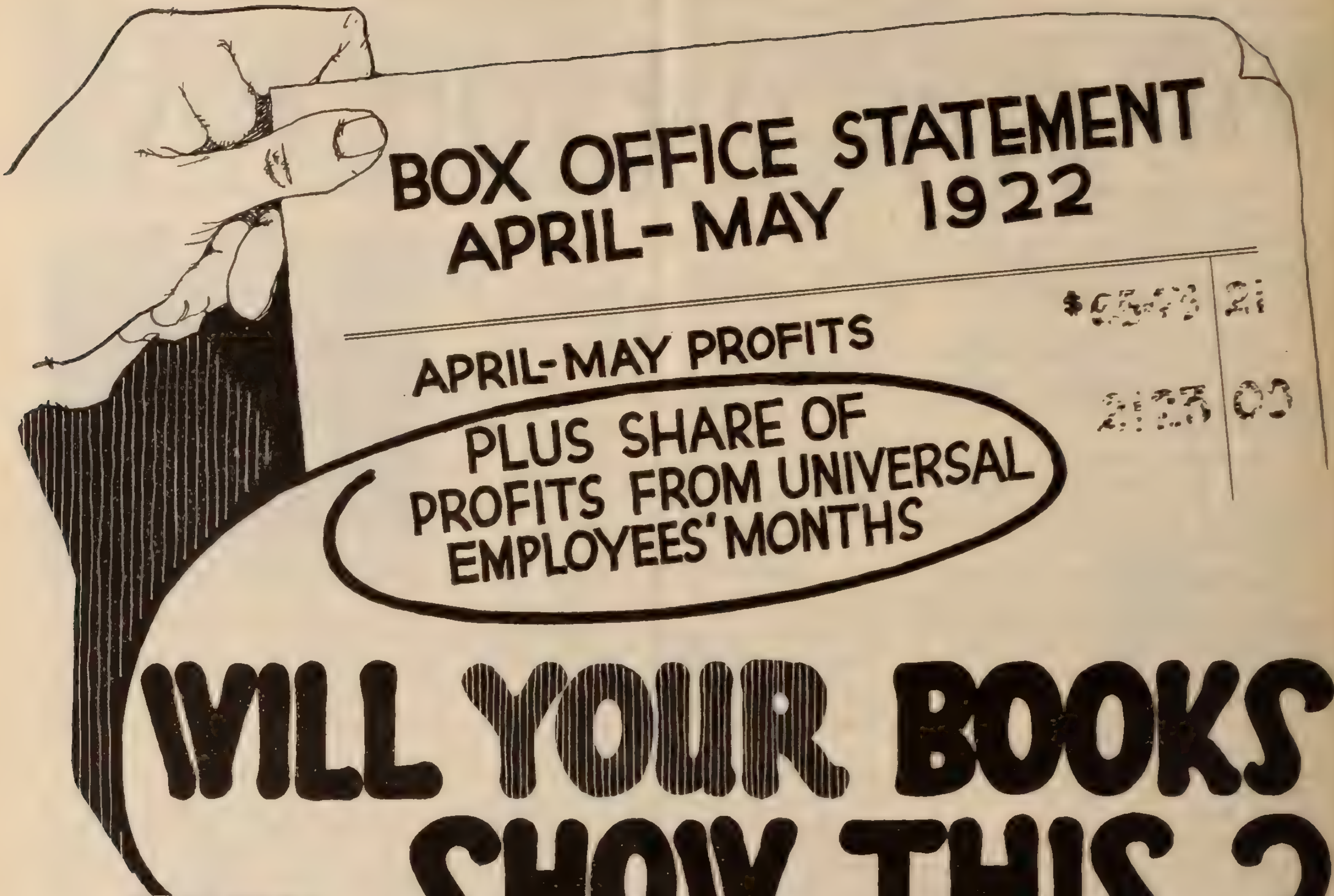
Poli Theatre Re-opens

The Poli Theatre, West Hazleton, Pa., (not connected with the S. Z. Poli interests) has been re-opened. Mrs. Ann Carr, the owner, sold it to Leon Pora and Joseph Yazwiecz, who have remodeled, redecorated and enlarged the playhouse. It will show motion pictures exclusively.

Ready to Build New House

Excavation work on the Rialto Theatre, Houston, Texas, has been completed and building will start soon.

Get Busy. **$7,000** *Is Going to Be Given for "Crusoe" Stunt Ideas*


BOX OFFICE STATEMENT
APRIL-MAY 1922
APRIL-MAY PROFITS
PLUS SHARE OF PROFITS FROM UNIVERSAL EMPLOYEES' MONTHS

WILL YOUR BOOKS SHOW THIS?

APRIL AND MAY
Exhibitors-Universal Employees Months

WILL you be able to show this additional profit item? Are you getting your share of our profits for the months of April and May?

WHEN Carl Laemmle announced that he had turned over all the Universal Exchanges to us for the months of April and May and that we were to receive the lion's share of the profits for those two months, we immediately decided to give a part of our profits to the exhibitors. The response has been wonderful. But remember, the bigger the business we do during April and May, the greater will be our profits and the larger your share. So don't hesitate—come in and see us. We've got a great lineup of pictures that will make money for you at the box office in addition to the cash you gather in on our offer.

Employees
UNIVERSAL EXCHANGES

Chaney Jewel for Early Release

Prescribed As Spring Tonic For Sluggish Box-office And Other Exhibitor Complaints----Splendid Cast Supports Star

IN accordance with Mr. Laemmle's promise to exhibitors to release a Jewel for Spring and Summer business, the release date of May 15th has been definitely agreed upon for launching Lon Chaney's individual starring picture for Universal. It has been Mr. Laemmle's contention that a box-office attraction of this kind was of more assistance to exhibitors during the Summer than if released in the regular Fall programme. Very few big pictures are released as late as May and June because it is a sacrifice on the part of a releasing company to forego the Spring and Fall demand. Last Summer, however, Mr. Laemmle gave exhibitors a brand new Dean picture, and this year he has decided to give the Lon Chaney picture to exhibitors as a tonic for Summer business.

THE new Chaney picture, which has been called variously "Wolfbreed" and "The Mask," has been finally titled "The Heart of a Wolf." The story was directed by Robert Thornby, who handled Carey's picture, "The Fox." The story was a collaboration between Lon Chaney himself, Mr. Thornby, Lucien Hubbard and Irving G. Thalberg, director general of Universal City, and was designed primarily to give Chaney an opportunity for the versatility of characterization for which he is justly famous. This quartet of experienced producers has overlooked no opportunity to inject dramatic expression of the highest order for Mr. Chaney. As a board of strategy they determined also to provide the star with a cast which has seldom, if ever, been included in one picture. The support includes Irene Rich, Spottiswoode Aiken, Dagmar Godowsky, little Stanley Goethals, Allan Hale, Herbert Standing and Frank Campeau.

The story concerns the French-Canadian habitants and is set among the picturesque scenery of the Great Northwest. Mr. Thornby has selected locations of surpassing grandeur in which to depict the surging emotional transformation which comes over a typical French-Canadian trapper and miner when he is robbed by a prospector from the East of his mine and his sweetheart. Gaspard, in a tremendous burst of frenzy, changes from a care-free, hospitable, open-minded, peaceable citizen into a crafty, fanatical, relentless nemesis. Unable to invoke the law, he takes the law into his own hands.

ONE misfortune after another overtakes the treacherous sweetheart and the prospector. Years later Gaspard finds himself at the summit of his success as an instrument of vengeance—his enemy in prison, the treacherous Thalie dead of a broken heart, poverty and neglect, and he, Gaspard, in possession of their five-year-old son. On him, too, he will wreak his vengeance. But right here the vengeance plan falls down—other plans are preparing for his life, and the five-year-old child is the instrument whereby these plans are carried out, in one of the most dramatic and sensational climaxes ever written for the screen.

Carl Laemmle Chooses Personal Representative for the Far East

UPON the recommendation of James V. Bryson, export manager for Universal, and who recently returned from a long stay in Australasia, Mr. Carl Laemmle, president of Universal, has appointed Tom R. Richards, of Sydney, Australia, as his personal representative in the Far East. Mr. Richards is now en route for Java, where he will spend most of this year studying moving picture conditions in that country.

Richards is said to have been one of the most valuable men on Universal's Australian staff, and has been with Universal in that country ever since that film company organized an exchange center in the island continent. Prior to his engagement by Universal, he was the circuit manager of the Union Theatres, handling most of the prominent theatres in Australia.

During the past year he has been the personal representative of Herc McIntyre, Universal Australian chief. In this capacity, Richards has been constantly on the rounds of the many Universal offices in Australia and New Zealand.

Bryson characterizes Richards as one of the best all-around film men in the business.

Universal's prestige in the Far East will be furthered by this new appointment, it is believed, as Mr. Richards is liked by all Australian exhibitors.

Watch Out - - - for Art Acord

WATCH out for Art Acord—he's been dodging tomahawks and pussy-footing Indians so long that the law of self-preservation is working overtime in him and he's just as apt to put a bullet through you as not!

Acord as star of the Universal chapter-play, "In the Days of Buffalo Bill," is a government scout of the famous Buffalo Bill during the building of the Union Pacific Railroad. Indian massacres and general warfare has become a part of Acord's everyday diet.

"A day without a few murders or captures seems tame," said Acord, "but I'm really not as dangerous as one might think considering the weeks we have already worked on the Wild-West historical serial."

EXHIBITOR ACTIVITIES

Good News for Exhibitors

Following the announcement that all Universal exchanges were to be turned over to the employees during April and May, employees of the Kansas City Universal exchange have voted to share their profits with the exhibitors. C. Calvert, Kansas City manager, says that he intends to offer a proposition that will dazzle the exhibitors in that territory.

Was Affiliated With Barch

Harry Greenberger formerly was a half-partner of Sam Barch in the Market Square Theatre, one of the largest houses in Cleveland.

Makes Business Trip

H. B. Mabley, Y. M. C. A., Ware Shoals, S. C., was in Atlanta this week booking pictures for his home town.

To Establish Chain

The Linwood Theatre, Kansas City, has been sold to the Capitol Enterprises and improvements costing $50,000 will be put in this summer. The Capitol Enterprises is the new $1,000,000 company organized recently by Samuel Harding of the Liberty and Doric Theatres, Kansas City. The Linwood is the first of a string of theatres in Missouri, Kansas and Oklahoma that the new company expects to buy.

Houses Change Hands

Four changes in ownership and management of theatres in the Kansas City territory have been announced during the last week, including the purchase of the Cozy Theatre, Lyons, Kansas, by J. L. Colborn from P. E. Edwards, the purchase of the Fairport Theatre, Fairport, Mo., by Phil Ausmus, the purchase of the Schnell Theatre, Harrisonville, Mo., by A. T. Perkins, and the purchase of the Star Theatre, Yates Center, Kansas, by E. L. Kirkham.

To Show Universal

"Bob" Calvert led the field in Universal's sales contest in February, but he is confronted with lively opposition this month as Arthur A. Jacobson now is covering the territory in a $3,250 Jordan sport model car. Business is great, Jacobson said, but made no definite specifications as to "what business." Incidentally with this report came word from Fairport, Mo., that Phil Ausmus, owner of the Fairport Theatre, had agreed to run Universal products exclusively. "Yep," there'll be one show each week, rain or shine.

Exploitation Aids Compiled

Howard E. Jameyson, advertising manager of the Liberty and Doric theatres, Kansas City, has just completed a year of genuine labor on a publication which he has titled "The Idea." The book is a compilation of original catch lines, newspaper advertising and effective exploitation that is intended for use by exhibitors.

Buy Keystone Theatre

Max Lefkowitz, owner of several prominent Cleveland motion picture theatres, including the Gaiety on East Ninth Street, together with Harry Greenberger, has bought the Keystone Theatre, an 800-seat neighborhood house, at Waterloo Road.

Resumes Theatre Management

Carson Bradford was in Atlanta over the week-end. He has again secured ownership of the Fairfax Theatre in Miami, Fla., and will continue to run it.

STRIKING "MAN TO MAN" DISPLAY

Effective Front and Lobby Displays Helped the Standard Theatre, Cleveland, Ohio, Put Over Harry Carey's Current Universal-Jewel "Man to Man."

To Help Put Over Films

The exploitation department, solely for the aid of exhibitors, has been established at the Universal Kansas City office by C. Calvert, branch manager. The new department will be thrown open to exhibitors and unlimited aid in increasing attendance through effective publicity will be offered.

To Succeed Evans

Albert Hill, formerly manager of the Arcade Theatre, Jacksonville, Fla., has been transferred to the Lucas Theatre in Augusta, Ga., where he is to succeed John Evans, resigned.

Redecorates Playhouse

August Bossen, who has taken over the Princess at Mendota, Illinois, from E. J. Degenhardt, has closed the house for two weeks and will redecorate and bring it up-to-date before reopening.

Re-names Theatre

The Idle at Canton, Illinois, has been rechristened the American Theatre by the proprietor, Joe Ross.

King's Theatre Destroyed

King's Theatre, Chicago, was the scene of a fire Monday night which wrecked the building. The blaze started after the last of the audience had left for the evening, and no one was injured.

Lindo to Open

John F. Dittman has fixed the opening date for his new quarter-million-dollar theatre at Freeport, Illinois, for April 17th, and plans are under way for a number of Chicago notables to attend the dedication ceremony. The party will leave Chicago late in the afternoon, traveling on special Pullman cars, and will return early the following morning. The new house will be called the Lindo, a word coined by Mr. Dittman from the names of Lincoln and Douglas, the two statesmen whose historic debate at Freeport, Illinois, the theatre commemorates. Rapp & Rapp, who designed the Chicago, Tivoli and Riviera Theatres in Chicago, are the architects of the Lindo, which has a seating capacity of 1,200.

2 Big Stars

who will make Universal Short Features bigger drawing cards than ever!

Reginald Denny

EVERY man and woman who saw any one of "The Leather Pushers" series will want to see this handsome young star in the series of smashing two-reelers of the Royal Northwest Mounted Police which he is now making for Universal! Picture Reginald Denny in a uniform riding, fighting, making love! He'll capture the heart of every girl and woman in your house—and that means money in your till!

Tom Santschi

THIS rugged portrayer of Western heroic rôles never made better pictures than the short features he is now making for Universal! Watch for the release of this new series of eight pictures—book them and boost them! It's one of the biggest things in short features you've ever had from Universal—and that's saying something!

COMING!

UNIVERSAL SHORT STUFF

"You can't go wrong"

Says — W. B. Aspley
Aspley Theatre
Glascow Ky.

"PUT IT OVER with the schools," adds Mr. Aspley. That is YOUR hunch! Everywhere this true story chapter-play is showing it is swelling box-office receipts! School-children, teachers, ministers —all are boosters for this one! It's packed with thrills and profits! Exploit it and Collect.

Carl Laemmle
presents

George Walsh

in

"With STANLEY IN AFRICA"

Directed by William Craft

APRIL AND MAY
Exhibitors-Universal Employees Months

UNIVERSAL'S TRUE HISTORY CHAPTER PLAY

OF INTEREST TO EXHIBITORS

"Wild Honey" Going Over

Following is the list of theatres booking through Universal's Sioux City Exchange who have contracted for Priscilla Dean in "Wild Honey" for an early showing: Colonial Theatre, Sioux Falls, S. D.; Lyric Theatre, Mitchell, S. D.; Lyric Theatre, Huron, S. D., and Fed Theatre, Brookings, S. D.

Fire Destroys Picture House

The Bijou Theatre, Meadowlands, Pa., burnt to the ground last week. Mr. Stienstraw had only owned it one week, but he had foresight enough to take out insurance immediately upon taking over the house.

Opens Two Theatres

Arthur Rapf, brother of Harry Rapf, is opening two new houses at Bath Beach, N. Y. The houses are to be called the Parkway and the Benson. The former will seat 600, the latter 2,000.

Hitting the High Spots

August Linde of the Star Theatre, Mt. Jewett, Pa., has the distinction of having the highest theatre in Pennsylvania; that is, in rank of altitude. Mt. Jewett is over 2,100 feet above sea level. Salesmen claim that it—the town, not the theatre—is the coldest spot out of Pittsburg.

Alters Program Policy

The Majestic Theatre, Johnstown, Pa., an exclusive vaudeville house for the last six or seven years, changed its policy April 1. Mike Boyle, owner and manager, will give the people of Johnstown a high-class feature picture and six acts of Keith vaudeville. For the opening week he employed as his feature production Priscilla Dean's latest, "Wild Honey," for the first half of the week; the last half was Harry Carey in "Man to Man." This is the first time in years that feature pictures were run in this house.

Kept Bookers Busy

Adolph Roth, proprietor of the Seven Stars Theatre, Phillsburg, Pa., made his quarterly trip to Pittsburg, April 3. Of course, the first place Mr. Roth visited was the Universal office, and he kept the bookers busy for some little time placing in dates.

Books Jewel Release

Mr. Joseph Rhode, of the Rhode Opera House, Kenosha, Wis., visited his local "U" Exchanges and contracted for "No Woman Knows," to be shown March 31, April 1 and 2.

To Play "The Fox"

John Adler, of the Adler Theatre, Marshfield, Wis., has contracted for "The Fox."

Breaks Anti-Serial Policy

The Arcadia Theatre, Windber, Pa., owned by the Berwin-White Coal Co., and one of the finest houses in western Pennsylvania, has booked "With Stanley in Africa." This is the first serial that this house, costing over a quarter-million dollars, has ever booked. Mr. Refoot, the manager, stated to a Universal representative that when he first saw this serial advertised he knew he would have to break his policy of not running serials.

Resumes Management

Charlie Sawyer resumed the management of the Liberty Theatre at Sioux Falls, S. D., on March 15th, opening with "Winners of the West." On March 19th he opened with the first round of "The Leather Pushers."

Serial Breaks All Records

Mr. O. L. Meister, Manager of the Whitehouse Theatre, Milwaukee, opened up with "Robinson Crusoe" Sunday, April 2nd, and broke all house records. His seating capacity is 1800, and he played to over twelve thousand people on that day. All he gave them was six reels, a two-reel Universal Western, two-reel Century, and a chapter of "Robinson Crusoe." The attendance broke the records of this theatre.

Loses Fingers in Accident

Mr. J. Walker, of the Gem Theatre, Port Dover, Canada, has just suffered a severe accident by losing two of his fingers. This accident occurred while fixing his generating motor in his theatre. Luckily it was his left hand and at this time of writing he is getting along as well as can be expected.

Purchases Picture House

The Crown Theatre, Crown Point, Ind., has been bought by S. J. Gregory.

Personal Friend of Woodrow Wilson Praises Universal Motion Pictures

Randolph St. John, Postmaster at Sylacauga, Alaska, and a Former Exhibitor in Anniston, Alaska, Sent the Following Letter of Praise to Carl Laemmle.

My Dear Mr. Laemmle:

You may be surprised to receive a letter of this character from one whom you have never met or have never heard of, but after I tell you I am a "movie fan" and critic and have a son in Manchester, England, who owns part interest in the picture theatre, the Ardwick Picture Theatre, Ardwick Green, and is also its managing director, as well as the representative of the Famous Players-Lasky Corporation, I feel assured you will appreciate my motive in writing you.

For a number of years I have been postmaster in this little town, and many pleasant hours have been spent at the Opera House here, which is leased by Mr. Thomas Ware of Talladega, Ala., and which he uses exclusively as a picture theatre.

In this connection I wish to say that there is no higher standard of pictures shown in cities of three times as large a population as is displayed on the screen here.

Twice a week we are fortunate enough to have featured a Universal Special and I want to congratulate you and your directors on the manner in which are portrayed the plots and pathos of these pictures—all abounding in intense interest, yet a moral element predominating.

Before closing I must call your attention to one which I saw this week, "Nobody's Fool," as featuring Miss Marie Prevost, and directed by King Baggot. It measured up in standard and quality with those of high rank, and although Mr. Ware counts among his friends the First National Attractions, R-C Corporation, and many others, there is none to which I look forward to with more interest and pleasure than the Universal Specials.

Wishing you the greatest success in your wonderful achievements, I am,

Very truly yours,
(Signed) RANDOLPH ST. JOHN.

Data to Help You Put Over Frank Mayo

Every One Talks of the High Cost of Divorces. But Men Should Follow the Policy of the Unhappily Married Man in "The Man Who Married His Own Wife" by Committing Suicide (Apparently) to Escape Bondage.

How Many Husbands Would Make "Widows" of Their Wives by Officially Committing Suicide to Escape an Intolerable Marriage? See "The Man Who Married His Own Wife," with Frank Mayo.

UNIVERSAL THEATRE

ALL NEXT WEEK

Most Men Try to Live *Down* Their Past! He Had Trouble Living *Up* to His——

FRANK MAYO in "THE MAN WHO MARRIED HIS OWN WIFE"
A UNIVERSAL PICTURE

"Starting Life Over Again"—How Many Pitiful Stories Have Been Told of Men Who Began Again After Success Had Betrayed Them! See the Weirdest Story of the Lot in "The Man Who Married His Own Wife"—the Universal Picture in Which Frank Mayo Surpasses Any Acting He Has Ever Done.

See *FRANK MAYO* in

"The Man Who Married His Own Wife"

(Specimen newspaper ad made by combining scene cut and display line)

The Same Shipwreck in Which John Morton Won His Wife by Bravery Gave Him a Hideous Face. He Thought His Wife Hated Him for It and to Escape the Intolerable Situation He Officially Committed Suicide! See Frank Mayo in "The Man Who Married His Own Wife."

—:o:—

The Heavens Broke in a Mad Storm at Sea. Over the Mountainous Waves Rode a Frail Raft with a Frail Woman and Two Men, Who Fought With Their Puny Strength Over the Woman. See Frank Mayo with Sylvia Breamer in "The Man Who Married His Own Wife."

—:o:—

He Supposedly Committed Suicide to Escape Unhappy Marriage, Then Went Back with a New Face, New Manner and New Ideas to Court His "Widow" and Found Her in Love with Her "Dead" Husband! The Man in "The Man Who Married His Own Wife" Wasn't a Lucky Lover!

❦

AT A GLANCE

TITLE—"The Man Who Married His Own Wife."

BRAND — Universal Special Attraction.

STAR—FRANK MAYO.

PREVIOUS SUCCESSES — "The Brute Breaker," "Dr. Jim," "Across the Deadline," "Tracked to Earth" and others.

SUPPORTING CAST—Sylvia Breamer, Marie Crisp, Francis MacDonald, Howard Crampton and Joseph Girard.

DIRECTED BY—Stuart Paton, director of "Conflict."

STORY BY — John Fleming Wilson, recently deceased writer. Soon to be published in Cosmopolitan Magazine.

SCENARIO BY—George Hively.

PHOTOGRAPHED BY — Arthur Reeves.

TIME—Present.

LOCALE—The open seas, San Francisco and Boston.

❦

CAST

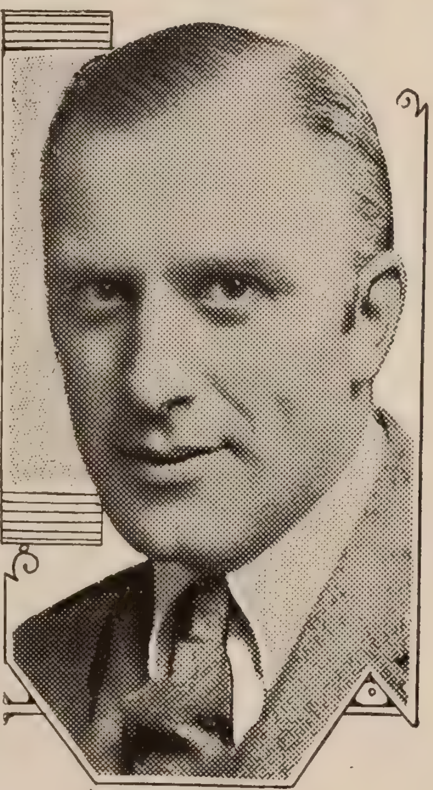
O'Hara Marsden John Morton	FRANK MAYO
Elsie Haynes	Sylvia Breamer
Miss Muriel Blythe	Marie Crisp
Judge Lawrence	Howard Crampton
Freddie Needham	Francis MacDonald
John Marsden	Joe Girard

"The Man Who Married His Own Wife"

FRANK MAYO in
"THE MAN WHO MARRIED HIS OWN WIFE"
A UNIVERSAL PICTURE

THUMB-NAIL THEME

John Morton, head of the Blue Star Line, thinks that his wife, whom he met in a shipwreck two years before and married after a strange courtship, doesn't love him any more. The wreck had left him with a hideous face, and though he had amassed a fortune he saw his beautiful wife more and more in the company of a mental lightweight, Fredddie Needham. He came to a decision. He put his affairs in the hands of a lawyer and swapped identity with the body of a dead man, washed ashore. Morton then goes back to his childhood home in Boston and reassumes his real name, O'Hara Marsden. He determines to take advantage of the social education he missed when he ran away at sixteen to the sea. The new art of the war, plastic surgery, is called in and his scarred face restored to smoothness. An entirely new man, he goes back to San Francisco to win his wife anew and finds her badly in love with the dead John Morton! Not telling any one who he is, he visits the Blue Star offices and finds the firm near the rocks. Dramatically unfolding a picture of a re-made soul, the story winds on to a vivid climax.



FRANK MAYO
UNIVERSAL

FOR THE HERALD

IMAGINE a man, supposed to have committed suicide, who comes back so changed his wife doesn't know him; who has reasons for concealing his real identity from her, and who, upon making love to her, finds his wooing balked by her loyalty to his own memory. That is the strange situation presented in the Universal picture coming to this theatre. It is called "The Man Who Married His Own Wife," and stars Frank Mayo.

There are no statistics to prove what percentage of men, given the chance to cut loose and begin their lives all over again, would go back and marry the same women. John Fleming Wilson and Mary Ashe Miller, who wrote "The Man Who Married His Own Wife" for Universal and the Cosmopolitan Magazine, hit upon one of the most novel marital situations ever imagined.

REGARDING THE STAR

IN all his brilliant career Frank Mayo has never had such a rôle as the one in "The Man Who Married His Own Wife," the Universal feature coming to the................Theatre...............

From the time he played as a tiny boy in support of his illustrious grandfather, Frank Mayo, of "David Crockett" fame, until he became a Universal star, Mayo has appeared as a more or less handsome figure on the screen. He has seldom put on a character makeup and then only for the impersonation of such figures as a drunken waster or a castaway.

Mayo has always wanted to do a starring rôle with real characterization in it. He has not feared to let the public see him less handsome, less likable and more of a real actor.

"It doesn't matter to me how repulsive I look or how the public takes it; I want a real character rôle," he said to the authorities at Universal City. His wish was granted.

He will be seen as O'Hara Marsden, alias John Morton, a man with a repellant personalitiy and scarred, bearded face. Later in the picture he assumes his own handsome identity, but for the main part it's the sort of a rôle he has always wanted.

PLAY UP—

The fact that the story was written directly for Mayo and for publication in the Cosmopolitan Magazine.

Sylvia Breamer as leading woman; one of filmdom's most popular actresses and generally praised as having beauty, brains and personality.

The range of locale, from storming seas to San Francisco's commercial royalty and Boston's aristocracy.

The mysterious theme and plot idea; a man with a hideous face ostensibly committing suicide to escape his unhappy marriage and to have an opportunity to come back and court his wife with a new face and personality.

The resulting situation of a man among his friends without recognition; the ticklish moments when old mannerisms pop up and the danger of identity is imminent; with even his wife "in the dark" and believing herself in love with her "dead" husband.

Don't Wait! Send Your Name in Today for the "Robinson Crusoe" Prize

"WITH STANLEY IN AFRICA"

Episode Thirteen

"Buried Alive"

HASSAN and Jack find Nadia and carry her through the flames to a nearby cave into which several lions have gone to escape the fire. Jack manages to frighten away the beasts and he and the others leave by the other entrance to the cave. They hurry away from the fire and come upon an encampment belonging to Gregory Harden, who claims to be an ivory hunter.

Nadia feels she has seen Harden before and becomes suspicious, warning Jack to be careful. Harden seems to notice Nadia's suspicious attitude and tries to ingratiate himself into her confidence.

Meanwhile Stanley, weakened by African fever, is having his troubles with Shaw, the malingerer. He berates him for drinking to excess and tries to make a man of him. Livingstone, at this time, is receiving assistance from a friendly Arab chief, who gives him much valuable data for his writing.

Harden takes Jack on an elephant hunt. While they are gone, a terrific landslide occurs on the cliffs behind Harden's encampment and Nadia, writing unconcernedly in her tent, is buried beneath the avalanche of rocks.

"THE ADVENTURES OF ROBINSON CRUSOE"

Episode Five

"The Ship of Despair"

CRUSOE would give all his new-found gold for the sight of a ship; but, reconciled to his fate, he tries to teach Friday and his father religion. At the same time, the Patriarch is predicting disaster to his band of Spanish castaways, resulting from Crusoe's presence on the island.

Friday's father is saved from a leopard by Crusoe's markmanship. Friday thinks his father's mishap was Divine punishment meted to him for stealing milk from Crusoe. Later, Crusoe sees the girl through a waterfall. As he rubs his eyes, Torquada comes and takes her away, so Crusoe thinks it a vision or illusion.

Friday is left to keep watch near a pile of brushwood on a promontory with instructions to set the beacon alight if a ship should appear. He sights a vessel and runs to get Crusoe. Crusoe, in his haste, tries to light the pile by means of a pocket sunglass. Just as the wood is about to catch fire the sun is obscured by heavy clouds and Crusoe's rescue is rendered impossible.

"THE ADVENTURES OF ROBINSON CRUSOE"

Episode Six

"Friday's Faith"

BROKEN-HEARTED at losing the chance to be taken back to England Crusoe constructs a crude dugout with which to explore the island. He sails his craft down the river near his stockade and meets the white girl. He thanks her for having saved his life, speaking Spanish which he has picked up at sea.

So overcome is he with joy at meeting a white person, he prolongs the conversation as long as possible. Noting the girl's absence from the encampment Torquada sets out to find her. Seeing her with Crusoe he becomes madly jealous and attacks Crusoe with a knife. Crusoe disarms him and they grapple. Crusoe loses his footing and is hurled into a net of fibre-like weeds used by the settlers to trap game.

"SOCIETY SAILORS"

One-Reel Star Comedy

NERVY NED, deckhand, impersonates Reggy and falls in love with Laura at a dance Reggy's parents give to their supposed prodigal son. Reggy's ugly fiancée objects and he locks her in the grandfather clock. Reggy appears on the scene and is tied to a potted palm.

When the clock starts to jump about Ned pretends to be a spiritualist and stages an impromptu seance. While the guests are getting over their fright Ned escapes but returns to Laura, reunites Reggy and his fiancée and gives up the sea to marry Laura.

"A GOLF INSECT"

One-Reel Star Comedy

ARTHUR has told every one what a great golf champion he is until even his wife believes it. She and her sister frame him up for the Country Club Golf Tournament, where he finds himself faced with disclosure, never having swung a club in his life other than at a poker party. He hires an expert to give him first aid instructions in the great American outdoor sport. He also pays a chauffeur to chase him off the links with his automobile when he should have started in the tournament.

When he makes his first drive it is so good he gets the golf fever, but he cannot go on with the game because the automobile follows him up.

It ends with the party going to the 19th hole.

"THE LEATHER PUSHERS"

Round Six

KID ROBERTS falls in love with a Senator's daughter while en route to Europe to meet "Bandsman" Shayne. Arriving in London, he starts training and has a heated argument with one of his sparring partners, "The Gunner," who, peeved at the rough handling he's been given by Roberts, threatens to "get" him.

On the night of the bout "Bandsman Shayne" turns out to be "The Gunner," Roberts' former sparring partner, who knows every punch Roberts has. The Senator's daughter has bullied her aunt into taking her to the fight and is discovered there by her father.

Handicapped by his opponent's familiarity with his whole box of tricks, Kid Roberts resorts to strategy and knocks out Shayne as he turns his head to spit out a loose tooth.

"NO BRAINS"

Two-Reel Century Comedy

Starring HARRY SWEET

HARRY is being chased by the sheriff and—he takes refuge in a large shipping crate. He is sent to a far-away city, and there he begins looking for work.

While looking through the want-ads he wins the enmity of a burly, lion-faced young brute. Together they go for the same job. However, Harry obtains it through various brainless methods and—is doing splendidly. Then along comes the big brute, and Harry has the time of his life dodging him. Up and then down elevator shafts they go, one after the other. In the end Harry runs the elevator through the roof, and at the same time wins the daughter of his employer.

International News No. 28

Long Island, N. Y.—Amundsen tests planes for North Pole flight.

Washington, D. C.—President at unveiling of monument to Peary.

Boston, Mass. — "Army" coffee-wagon to serve firemen.

San Francisco, Cal.—Leper Village burned as menace to health.

International News Presents Fashion Hints for Easter.—Priscilla Dean and Marie Prevost in gala finery.

Off Astoria, L. I. — Two steamers aground at Little Hell Gate.

Blaine, Wash.—Marshal Joffre enters U. S. through Peace Arch.

Interesting Snapshots in the News of the Day.

Engineering Marvel Opens Vast New Empire.

Cartoon.

COMING SOON!

An All Star Cast
presented by Carl Laemmle in

"HUMAN HEARTS"

Directed by
King Baggot

UNIVERSAL — JEWEL

MILLIONS have seen this production on the stage! Millions are waiting to see the photoplay! "Human Hearts" is the heart-picture supreme — a theme that will go straight to your audience's heart, make them cry a little, and send them out smiling! Watch for release date!

UNIVERSAL SUPER JEWEL

In Philadelphia----

"PICTURE played to smashing business and shattered all house records. Longest waiting lines ever seen at a Philadelphia motion picture theatre. Was held over for longer engagement."

— ALDINE THEATRE.

Carl Laemmle presents

"Foolish Wives"

by and with

Von Stroheim

PLAZA THEATRE,
San Diego, Calif.,
two weeks.

PEOPLE'S THEATRE,
Portland, Ore.,
two weeks.

ACADEMY OF MUSIC,
Baltimore, Md.,
two weeks.

NEWMAN THEATRE,
Kansas City, Mo.,
one week.

DeKALB THEATRE,
Brooklyn, N. Y.,
one week.

STRAND THEATRE,
Binghamton, N. Y.,
one week.

RIALTO THEATRE,
Stockton, Calif.,
one week.

The
MOVING
PICTURE
WEEKLY.

VOL.15 APRIL 29,1922 NO.11

HOUSE PETERS

IN TWO NEW JEWELS

"Human Hearts"

AND

"The Storm"

Presented by
Carl Laemmle
exclusively in
UNIVERSAL SPECIAL ATTRACTIONS

"MOONLIGHT FOLLIES"
"DON'T GET PERSONAL"
"NOBODY'S FOOL"
"A PARISIAN SCANDAL"
"THE DANGEROUS LITTLE DEMON"

"EVERYBODY LIKED HER!"
ELECTRIC THEATRE
MARYVILLE, MO.

"GAINING PATRONAGE WITH EVERY PICTURE!"
REX THEATRE
HUTCHINSON, KAN.

"A REAL BOX OFFICE ATTRACTION!"
ROYAL THEATRE
SPIRIT LAKE, IA.

"MANY FAVORABLE COMMENTS!"
IDLE HOUR THEATRE
CAMBRIDGE SPRINGS, PA.

"A PEACH!"
STAR THEATRE
ELGIN, ILL.

MARIE PREVOST

Between Friends!

--*just you and us*

THERE is not one single string attached to the liberal proposition we are offering exhibitors during April and May — the two months in which we have complete charge of the Universal Exchanges!

WE have laid our cards on the table. We have gone after big business in a big way — and we are getting it! Exhibitors who have taken us at our word — and there are thousands of them — are making big money with us!

WHEN Carl Laemmle turned the Universal Exchanges over to us for April and May we decided to let you in on our lion's share of the profits. We've got a great list of pictures and there's a nice healthy profit-slice waiting for you. So come on in. The sooner and the oftener — the bigger our profits — the larger your share.

YOU can still get in on this big profit-sharing plan with us! There is still a month to go—and in that month you can lay a prosperity-foundation for the coming Summer.

IF you haven't got full information about the liberal offer we are making during April and May, you can get it today by dropping in to see us at your nearest Universal Exchange.

Do so now!

-Employees-

UNIVERSAL EXCHANGES

"Gripping"--"Gorgeous"

Not OUR Words But Those o

"Amazes you with one crashing situation after another"
—MILWAUKEE JOURNAL.

"Stellar role, requiring tremendous dramatic ability, is splendidly portrayed by Miss Dean!"
—SEATTLE TIMES.

"As thrilling as one could wish!"
—N. Y. MORNING TELEGRAPH.

"Has few equals in this season's output!"
—M. P. NEWS.

"Picture ends with a bang!"
—LOS ANGELES RECORD.

"Catches you grippingly!"
—FILM REVIEW.

"Terrific smashing punch!"
—LOS ANGELES TIMES.

"Makes one gasp!"
—MILWAUKEE WISCONSIN-NEWS.

CARL LAEMMLE *presents*

PRISCILLA

IN HER CROWNIN
A Stupendous picturization of C
Directed by

"Crashing"--"Breathless"

Hardboiled Newspaper Reviewers

"Miss Dean surpasses work in 'Conflict'!"
—TOLEDO NEWS-BEE.

"Suspense, intensity, and odd humor gorgeously enacted!"
—LOS ANGELES EXAMINER.

"It's a super-thriller!"
—N. Y. EVENING JOURNAL.

"Realism itself!"
—MILWAUKEE SENTINEL.

"Miss Dean hurtles thru six reels of almost continuous action!"
—N. Y. TIMES.

"Carries the interest throughout!"
—SEATTLE STAR.

"It's a thriller!"
—N. Y. DAILY NEWS.

"Holds spectators breathless!
—KANSAS CITY STAR.

DEAN

SUCCESS —
ia Stockley's world-famous novel
ey Ruggles

The Whole Wide Wo

No. 278.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

That's Why We Can and Do Sell Better Pictures at Live-and-Let-Live Prices!

That's Why We Are By Far the Strongest Company in the Whole Wide World!

The Universal is universal in fact as well as in name.

There isn't a spot in the civilized world where Universal pictures are not powerfully represented.

We have reached the point of saturation in the matter of establishing Universal offices and Universal branches in every strategic point on the globe. Down to the last hair's breadth we have figured where and why an office was needed before we spent a dollar in establishing it.

By the fastest trains in the world, by the speediest boats, by motor cars, by horse-and-wagon, in some cases by airplanes and in other cases by foot messengers, thousands upon thousands of Universal pictures are being conveyed every day of the year into far and near spots.

Ten solid years and millions upon millions of dollars have been required to open all these busy hives of business, equip them, man them and supply them with pictures, with advertising supplies and all other countless accessories so essential to the proper serving of our customers.

The story of the obstacles we have had to overcome, the dangers which have beset us, the disasters we have sustained and the triumphs we have scored would fill volume after volume with intensely interesting and romantic reading.

Not once in all those years of constant plugging have we lost sight of our goal, namely, to so girdle the globe and so completely serve the theatres of the world that the burden of price would never rest heavily upon any single nation.

ld Supports Universal

This vast, almost limitless spreading-out into every nook and corner of the world, searching out even the most remote spots from which revenue may be derived is JUST ONE OF THE REASONS WHY UNIVERSAL PICTURES ARE SOLD ON A BASIS MORE PROFITABLE TO EXHIBITORS THAN ANY OTHER PICTURES IN THE WORLD ARE SOLD OR CAN BE SOLD.

Still another reason is the fact that we have easily the best producing equipment and facilities in the whole industry. In Universal City, California, our directors and our technical and producing staffs are supplied with every convenience, every time-saving and money-saving device that human ingenuity has ever contrived for the ECONOMIC PRODUCTION OF FINE PICTURES IN GREAT QUANTITIES.

You share all these economies and all the benefits of this world-wide organization and distribution with us EVERY TIME YOU RENT A UNIVERSAL PICTURE, whether it is one of our most expensive brands or one of our cheapest.

That part of our profit which you individually pay is INFINITESIMAL. When you use a Universal picture you are paying less for producer's or distributor's profits than when you use any other picture produced or distributed by any other concern. It is only because the thousands upon thousands of theatres ALL OVER THE WORLD are each paying us a trifling profit that the Universal can live at all. Add all the trifling profits together and the total is considerable.

You can pay the same elsewhere AND GET LESS. You can pay more elsewhere and get as much as you get from Universal. But to save your living soul from Hades itself YOU CAN'T GET AS MUCH VALUE FOR YOUR DOLLAR ANYWHERE ELSE AS YOU CAN GET FROM UNIVERSAL.

Now turn to the next two pages and see what it means to operate a business ALL OVER THE WORLD. Study the lists of offices shown there and picture to yourself the work and scheming and money it took to establish any single one of those business centers, to say nothing of organizing the whole outfit.

And, as you look, remember that every blessed office on the list means something to YOU, NO MATTER WHERE YOU LIVE — because every one helps cut down the cost of Universal films FOR YOU!

The Whole Wide Wo

Every Office on This List Helps to Cut Down the Price You Pay for Universal Pictures!

Universal Offices Cover the Entire Civilized World, Making Our Live-and-Let-Live Prices Possible!

UNIVERSAL OFFICES IN THE UNITED STATES

Main Office: 1600 Broadway, New York City

676 Broadway,
Albany, N. Y.

111 Walton St.,
Atlanta, Ga.

37 Piedmont St.,
Boston, Mass.

257 Franklin St.,
Buffalo, N. Y.

23 South Montana St.,
Butte, Montana.

707 Dryden St.,
Charleston, W. Va.

307 West Trade St.,
Charlotte, N. C.

831 South Wabash Ave.,
Chicago, Ill.

Pioneer and Broadway,
Cincinnati, Ohio.

21st and Payne Sts.,
Cleveland, Ohio.

1815 Main St.,
Dallas, Texas.

1422 Welton St.,
Denver, Colo.

918 Locust St.,
Des Moines, Iowa.

159 E. Elizabeth St.,
Detroit, Mich.

608 N. Oregon St.,
El Paso, Texas.

709 Rogers Ave.,
Ft. Smith, Ark.

113 W. Georgia St.,
Indianapolis, Ind.

1015½ W. Bay St.,
Jacksonville, Fla.

1710 Wyandotte St.,
Kansas City, Mo.

822 South Olive St.,
Los Angeles, Calif.

226 Union Ave.,
Memphis, Tenn.

174 Second St.,
Milwaukee, Wis.

Loeb Arcade (R. & F.)
Minneapolis, Minn.

126 Meadow St.,
New Haven, Conn.

914 Gravier St.,
New Orleans, La.

313 South Fourteenth St.,
Omaha, Nebraska.

312 W. California St.,
Oklahoma City, Okla.

1304 Vine St., Phila., Pa.

1018 Forbes St.,
Pittsburgh, Pa.

405 Davis St.,
Portland, Ore.

56 Exchange Place,
Salt Lake City, Utah.

2116 Locust St.,
St. Louis, Mo.

221 Golden Gate Ave.,
San Francisco, Calif.

215 Virginia St.,
Seattle, Wash.

Colonial Theatre, Bldg.,
Sioux Falls, S. D.

10 South Banard St.,
Spokane, Wash.

307 Ninth St., N. W.,
Washington, D. C.

UNIVERSAL OFFICES IN ASIA AND NEARBY ISLANDS

CHINA

122 Szechuen Rd.,
Shanghai, China.

P. O. Box No. 521,
Hongkong, S. China.

34 Ice House St.,
Hongkong, China.

INDIA

Heera House, Sandhurst, Rd.,
Bombay, India.

10 British Indian St.,
Calcutta, India.

17 Sembidoss St.,
Delhi, India.

George Town, Madras, India.
Lahore, India.

JAPAN

14 Sanchome Minamidemmacho,
Tokyo, Japan.

7 Katadoi Machi Fukuoka-Shi,
Hakata, Japan.

Keyo, Korea,
Japan.

7 Katadoi-Machi,
Fukuoka, Japan.

12 Michino Machi Unagidani Minami,
Kiobashi, Japan.

Osaka, Japan.

7 Hauzone-Cho-Nishill-Chome,
Otaru, Japan.

JAVA

Kebon-Kawoeng 66,
Bandoeng, Java.

23 Kramat,
Batavia, Java.

Soerabaya, Java.

SIAM

Bangkok, Siam.

SINGAPORE

62 Orchard Rd.,
Singapore, S. S.

UNIVERSAL OFFICES IN AUSTRALIA AND NEW ZEALAND

AUSTRALIA

143 Castlereagh St.,
Sydney, Australia.

41 Rundle St.,
Adelaide, Australia.

143 Queen St.,
Brisbane, Australia.

Hay St., Perth, Australia.

186 Bourke St.,
Melbourne, Australia.

NEW ZEALAND

Custom House Quay,
Wellington,
New Zealand.

UNIVERSAL OFFICES IN CANADA

350 Yonge St.,
Toronto, Canada.

407 W. Eighth Ave.,
Calgary, Canada.

12 Mayor St.,
Monteal, Canada.

87 Union St.,
St. John, N. B. Canada.

40 Aikens Bldg.,
Winnipeg, Manitoba, Canada.

553 Granville St.,
Vancouver, British Columbia, Canada.

Enter Your Name Today for a Share of the "U's" $7,000 Cash Prizes.

d Supports Universal

UNIVERSAL OFFICES IN AFRICA

73a Rue Fouad-ler,
Alexandria, Egypt.

UNIVERSAL OFFICES IN EUROPE

BELGIUM

23 Rue Quellin,
Anvers, Belgium.

CZECHO-SLOVAKIA

Brandlova 39,
Prague Vinohrady,
Czecho-Slovakia.

DENMARK

4 Vestre Boulevard,
Copenhagen, Denmark.

BRITISH ISLES

(England)

22 Soho Square,
London, England.

36 the Arcade-Lord St.,
Liverpool, England.

71 Pilgrim St.,
Newcastle-on-Tyne,
England.

22 Queen Victoria St.,
Leeds, England.

22 Hill St.,
Birmingham, England.

28 Victoria St.,
Manchester, England.

174 Norfolk St.,
Sheffield, England.

(Ireland)

3 Dame St.,
Dublin, Ireland.

(Scotland)

102 Union St.,
Glasgow, Scotland.

(Wales)

38 Charles St.,
Cardiff, Wales.

FRANCE

4 Cite Magenta,
Paris, France.

6 Rue Francoeur,
Paris, France.

GERMANY

224 Friedrichstrasse,
Berlin, Germany.

Worringer St. 79,
Dusseldorf, G. M. 6H,
Germany.

Kronprinzen St. 41,
Frankfurt, a M.,
Germany.

HOLLAND

63 Van Baerlestraat,
Amsterdam, Holland.

SPAIN

646 Calle de Cortes,
Barcelona, Spain.

UNIVERSAL OFFICES IN MEXICO

75 Avenida, Juarez,
Mexico City, Mexico.

Guadalagara, Mexico.
Mazatlan, Mexico.
Merida, Mexico.
Monterrey, Mexico.
Pueblo, Mexico.
Queretaro, Mexico.
Tampico, Mexico.
Torreon, Mexico.
Vera Cruze, Mexico.

UNIVERSAL OFFICES IN SOUTH AMERICA

ARGENTINE

1074 Calle Lavalle,
Buenos Aires.

Bahia Blanca, Argentine.
Cordoba, Argentine.

945 Rioja,
Rosario, Argentine.
Santa Fe, Argentine.

BRAZIL

Rua Treze de Maio No. 25,
Rio de Janeiro, Brazil.

Bahia, Brazil.
Bello Horizonte, Brazil.
Campos, Brazil.
Pelotoas, Brazil.
Ponta Grossa, Brazil.
Porto Alegre, Brazil.
Recife, Brazil.
Riberao Preto, Brazil.

San Paulo-Rua Santa Ephigenia
No. 47, Brazil.

Soledad, Brazil.
Uba, Brazil.

CHILE

Santiago, Chile.

COLOMBIA

Bogota, Colombia.
Cali, Colombia.
Caracas, Colombia.
Medelin, Colombia.

PANAMA

P. O. Box No. 135,
Cristobal, Panama.

VENEZUELA

Caracas, Venezuela.

UNIVERSAL OFFICES IN U. S. POSSESSIONS

PHILIPPINE ISLANDS

230 Barbosa, Manila, P. I.
Iloilo, P. I.

PORTO RICO

San Francisco 99,
San Juan, P. R.

HAWAII ISLANDS

46 S. Beretainia St.,
P. O. 1389,
Honolulu, Hawaii Islands.

CUBA

San Jose, No. 3,
Havana, Cuba.

Holquin, Cuba.
Santiago, Cuba.

Register NOW for the $7,000 "Robinson Crusoe" Exploitation Contest.

"PUT IT OVER BIG!"

SAYS H. A. ROLBIECKI Broadway Theatre, Winona, Minn.

THIS exhibitor put it over right and cleaned up big. You can do the same! Here's one way to good business:

Merchants in your city will be glad to co-operate with you on a full page in one of your newspapers, so that your space on the page will cost next to nothing. Use this space for your ad. Those who share the page with you can use whatever space they like, tieing-up with the title. Example: "'No Woman Knows' what shoe satisfaction is until she has worn Smith's," etc.

This will get the title before every person in your town — and you will find most of them in the line at your box-office! Put it over big—clean up big!

APRIL and MAY
Exhibitors-Universal Employees Month

CARL LAEMMLE *offers*

MABEL JULIENNE SCOTT and
STUART HOLMES in

"No Woman Knows"

The Amazing Story of "FANNY HERSELF" by EDNA FERBER
Directed by Tod Browning

UNIVERSAL JEWEL

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION - PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, Editor.

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Vol. 15 **APRIL 29, 1922** **No. 11**

Current News Notes from Universal City

UNIVERSAL has purchased "The Bob Cat" for one of its "flapper" stars—either Marie Prevost or Gladys Walton.

UNIVERSAL has purchased "Oats for the Woman," by Fannie Hurst, and will use it for a Jewel picture.

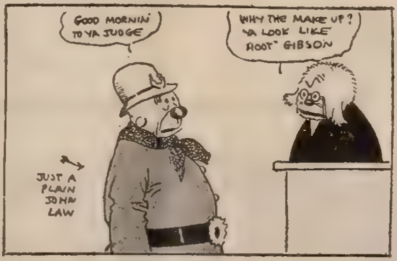
FRANK MAYO has finished another one of those North woods characterizations in which he appears so well. "Out of the Silent North," a story by Drago, has been completed at Universal City under the direction of William Worthington, with Barbara Bedford in the leading rôle opposite Mayo. Lionel Belmore, Frank Leigh, Harris Gordon, Christian J. Frank, Frank Lanning, Louis Rivera and Dick Lareno are among the supporting players. Much of the picture was taken at Truckee because of the late snows there. It is a virile tale of he-men and the great outdoors. The picture marks Miss Bedford's third consecutive engagement with the company.

"IVANHOE" is to be made into a serial-film some time in the near future by the Universal. This Sir Walter Scott classic was one of the first "feature" pictures ever produced, when Universal first offered it as a four-reeler starring King Baggot eight years ago.

LON CHANEY'S first starring picture for Universal, "The Trap," is just about to be released. This is a story written by Chaney himself of the French-Canadian people, and was staged at Universal City and Bear Lake.

Tad Is a Hoot Gibson Fan

Judge Rummy By TAD


GOOD MORNIN' TO YA JUDGE
WHY THE MAKE UP? YA LOOK LIKE "HOOT" GIBSON
JUST A PLAIN JOHN LAW

REGINALD DENNY, who has just started a series of Northwest Mounted Police stories, is in the hospital at Universal City. He broke his ankle in a 200-foot fall from a cliff.

PRISCILLA DEAN is to appear in a screen adaptation of William Hurlbut's stage drama, "Trimmed in Scarlet," in which Maxine Elliott appeared in New York two years ago.

THE cast has been completed for Hoot Gibson's current vehicle at Universal City, "Trimmed and Burning," a story of the Ozarks. Patsy Ruth Miller is playing opposite the star, while principal rôles are filled by Fred Kohler, Dick Lareno, R. Hugh Sutherland, Otto Hoffman and Afred Hollingsworth. Harry Pollard is directing, filling in an interval before he starts another series of "Leather Pushers" starring Reginald Denny.

AN interesting experiment is to be tried out at Universal City. Herbert Rawlinson is to re-film George Bronson Howard's crook story, "Come Through," under the direction of Jack Conway. This is the film through which Herb became famous five or six years ago under Conway's direction. Wonder how much modern lighting, properties, art titles, etc., will improve this version?

JOHN DAVIDSON has been added to the long cast of notables supporting Priscilla Dean in "Under Two Flags."

YOU DEMAND BIG ONES - HERE'S THE WORLD'S BEST!

PRISCILLA DEAN IN

"UNDER TWO FLAGS"

DIRECTED BY TOD BROWNING FROM THE WORLD FAMOUS NOVEL BY OUIDA... WITH A WONDERFUL CAST HEADED BY JAS. KIRKWOOD

HOUSE PETERS AND AN ALL STAR CAST IN

"HUMAN HEARTS"

HAL REID'S FAMOUS STAGE PLAY MADE INTO A SUPERB DRAMA OF TEARS AND SUNSHINE BY KING BAGGOT.......... EDITH HALLOR, RUSSELL SIMPSON, GEORGE HACKATHORNE, MARY PHILBIN, GERTRUDE CLAIRE AND OTHERS IN CAST..........

HOUSE PETERS AND AN ALL STAR CAST IN

"THE STORM"

FROM GEORGE BROADHURST'S PRODUCTION OF LANGDON McCORMICK'S BROADWAY SENSATION.... CAST INCLUDES MATT MOORE, VIRGINIA VALLI AND JOSEF SWICKARD.... DIRECTED BY REGINALD BARKER

PRISCILLA DEAN IN

"THAT LASS O'LOWRIE'S"

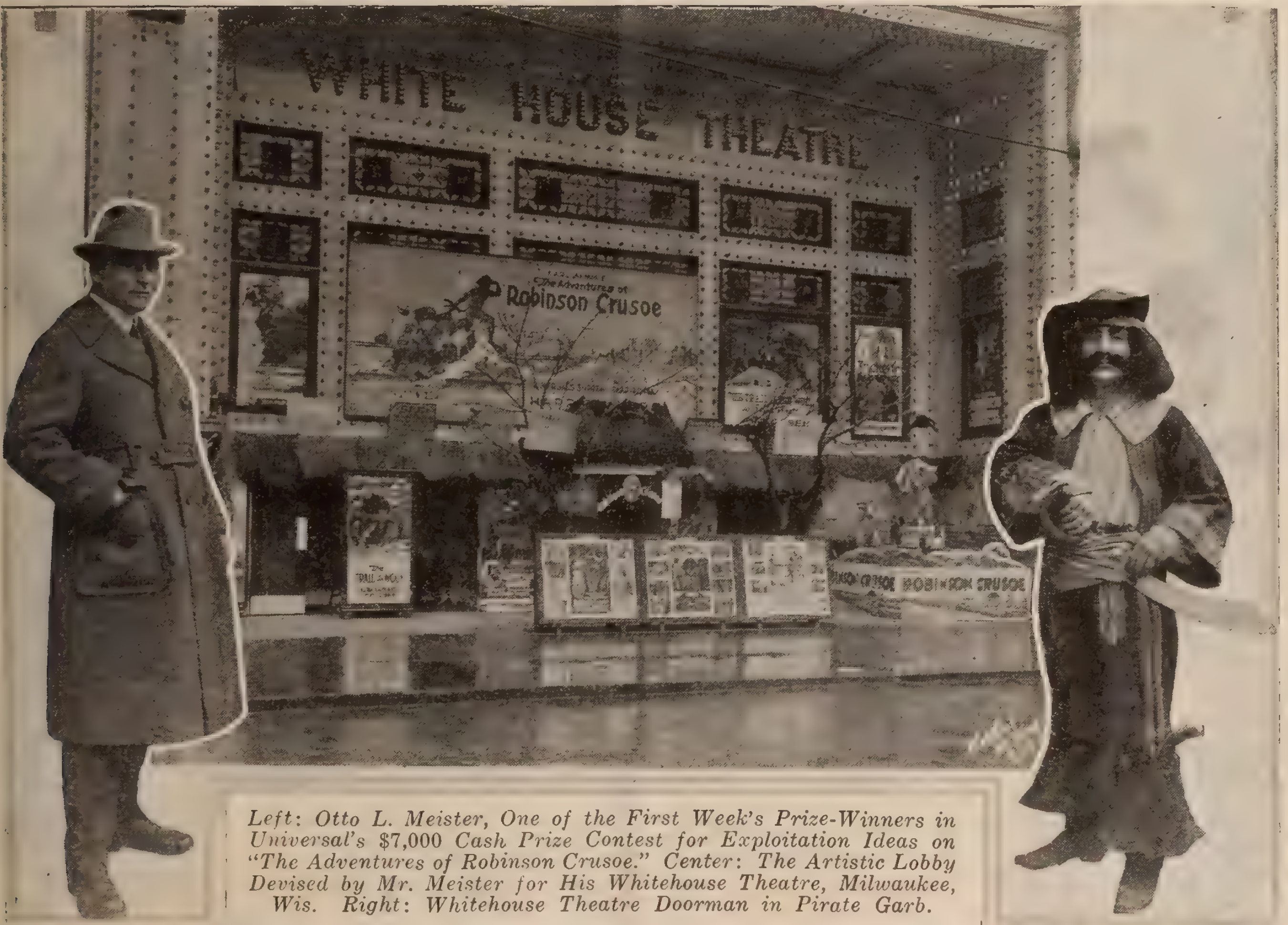
DIRECTED BY HOBART HENLEY FROM THE FAMOUS STORY BY FRANCES HODGSON BURNETT..... CAST INCLUDES ROBT. ELLIS, WALLACE BEERY, BEATRICE BURNHAM AND FRANKIE LEE

COMING UNIVERSAL-JEWELS

TO BE PRESENTED BY CARL LAEMMLE

Enter Your Name Today for a Share of the "U's" $7,000 Cash Prizes.

The FOUR WINNERS!



Left: Otto L. Meister, One of the First Week's Prize-Winners in Universal's $7,000 Cash Prize Contest for Exploitation Ideas on "The Adventures of Robinson Crusoe." Center: The Artistic Lobby Devised by Mr. Meister for His Whitehouse Theatre, Milwaukee, Wis. Right: Whitehouse Theatre Doorman in Pirate Garb.

THE first week of the great $7,000 Exploitation Contest on "Robinson Crusoe" has closed and disclosed its four lucky winners. These gentlemen are Otto L. Meister, Whitehouse Theatre, Milwaukee, Wis.; F. K. M. Plessner, Susquehanna Theatre, Philadelphia, Pa.; A. P. Desormeaux, Strand Theatre, Madison, Wis., and Harry Holland, Bishop Theatre, Bishop, Calif. The respective stunts of each one are duly chronicled in the following pages, and in so far as it has been possible to illustrate them, that illustration has been portrayed for your benefit. It being impossible to make a cut of several of them, the editors of this paper in which the results of the sixteen weeks' contest will be chronicled each week have had to content themselves with explaining them. It is rather difficult to draw anything but a word picture of a hundred grains of sand, which, for instance, was the stunt which Mr. Plessner of the Susquehanna Theatre, Philadelphia, described as a part of his exploitation of the "Robinson Crusoe" serial.

THEY EACH RECEIVED FIFTY-DOLLAR CHECK!

OTTO L. MEISTER, Whitehouse Theatre, Milwaukee, Wis.

F. K. M. PLESSNER, Susquehanna Theatre, Philadelphia Pennsylvania.

A. P. DESORMEAUX, Strand Theatre, Madison, Wis.

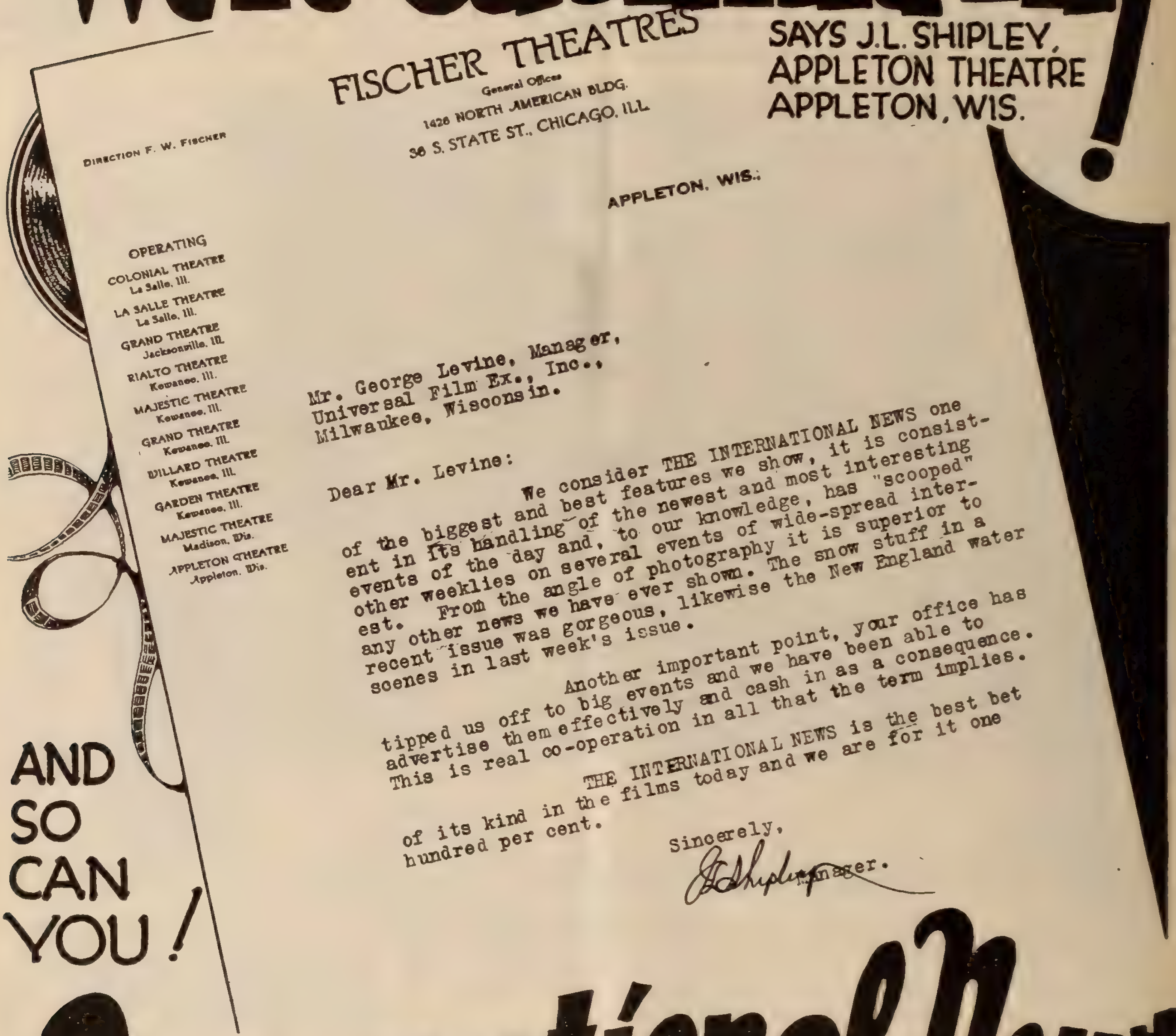
HARRY HOLLAND, Bishop Theatre, Bishop, Calif.

THE four stunts shown herewith represent the choice of the judges, Messrs. McConnell, Perez and Gulick, from the various stunts which were received prior to April 8th. Next week we will show the four prize-winning stunts played during the week of April 9th to the 15th. Already the checks for these four gentlemen have been mailed to them and facsimiles of the checks will be found on pages 32 and 33. If these prizes do not inspire the showmen who read these pages to exercise their ingenuity and exploitation ability, it isn't within the power of the editor of the Weekly to conceive of anything that will. Already great enthusiasm has been aroused by the contest and answers are coming in by the wholesale. The only rules of the Contest are that the stunt shall be described fully and illustrated if it is possible to illustrate it.

(Continued on Page 16)

"We're Cashing In!"

SAYS J.L. SHIPLEY,
APPLETON THEATRE
APPLETON, WIS.



FISCHER THEATRES
General Offices
1426 NORTH AMERICAN BLDG.
36 S. STATE ST., CHICAGO, ILL.

DIRECTION F. W. FISCHER

APPLETON, WIS.

OPERATING
COLONIAL THEATRE
La Salle, Ill.
LA SALLE THEATRE
La Salle, Ill.
GRAND THEATRE
Jacksonville, Ill.
RIALTO THEATRE
Kewanee, Ill.
MAJESTIC THEATRE
Kewanee, Ill.
GRAND THEATRE
Kewanee, Ill.
WILLARD THEATRE
Kewanee, Ill.
GARDEN THEATRE
Kewanee, Ill.
MAJESTIC THEATRE
Madison, Wis.
APPLETON THEATRE
Appleton, Wis.

Mr. George Levine, Manager,
Universal Film Ex., Inc.,
Milwaukee, Wisconsin.

Dear Mr. Levine:

We consider THE INTERNATIONAL NEWS one of the biggest and best features we show, it is consistent in its handling of the newest and most interesting events of the day and, to our knowledge, has "scooped" other weeklies on several events of wide-spread interest. From the angle of photography it is superior to any other news we have ever shown. The snow stuff in a recent issue was gorgeous, likewise the New England water scenes in last week's issue.

Another important point, your office has tipped us off to big events and we have been able to advertise them effectively and cash in as a consequence. This is real co-operation in all that the term implies.

THE INTERNATIONAL NEWS is the best bet of its kind in the films today and we are for it one hundred per cent.

Sincerely,

J L Shipley
Manager.

AND
SO
CAN
YOU!

International News

BACKED BY DAILY ADVERTISING
AND PUBLICITY IN ALL HEARST
NEWSPAPERS

RELEASED THRU UNIVERSAL

Von Stroheim Starts On New Production

AFTER a surcease of several months from the gigantic preparation and development of "Foolish Wives," Erich von Stroheim has determined upon a new story and is rapidly putting it into form at Universal City. All kinds of speculation have been rife in the trade about what von Stroheim would do next, and it is only natural after such a supreme effort as "Foolish Wives" that the question should be asked, "What will von Stroheim do next?"

At one time it seemed probable that he would film a famous continental story by Ganghofer, internationally famous author and playwright. In fact, Mr. Laemmle bought "Castle Hubertus," a distinctly continental and spectacular novel, for his use. Von Stroheim, however, has decided to postpone "Castle Hubertus" in favor of a composition of his own. This composition has been the crystallization of several months of thought and planning, and so far he is unwilling to give out anything in regard to the character or nature of the story.

All that is vouchsafed from Universal City is this: Von Stroheim will start shooting within the month; he will star in the picture; Mary Philbin, who has made a distinct hit in "Human Hearts," which hasn't been as yet released, will have one of the chief supporting rôles, and Maude George, Dale Fuller, Cesare Gravina and Al Edmunson, all of whom had rôles in "Foolish Wives," have been engaged for the new picture.

It was not difficult to select the cast, and the only one who had strayed far away was Cesare Gravina. In answer to a wire, von Stroheim received an answer from Brazil saying that he was available any time. Miss George is making highly successful appearances with the "Foolish Wives" picture, jumping from Boston to Indianapolis, and from Dallas, Texas, to Portland, Maine.

COBE'S LOBBY HELPED PUT OVER CAREY JEWEL

Western Props, Artistic Decorations and Cowpuncher Ballyhoo Assisted the Central Theatre, N. Y. C., to Set a New Record for that House with "Man to Man," Harry Carey's Current Universal-Jewel.

Two New Stories for Prevost

THE Scenario Department of the Universal has provided Marie Prevost with two new starring vehicles for Summer release.

Having finished "Her Night of Nights" under the direction of Hobart Henley, the former bathing girl passes under the direction of Stuart Paton. The vehicle selected for the Prevost-Paton combination is entitled "Never Mind Tomorrow." It is an original composition by Bernard Hyman, of the Universal Scenario Staff, and was put into continuity form by Doris Schroeder. Miss Schroeder, incidentally, has written every one of the Prevost continuities except the first one and she made the titles for that.

The second picture selected is entitled "The Bob Cat." It is an odd story, utterly dissimilar from anything that Miss Prevost has yet attempted, and presents a testing rôle which it is felt will call out her larger capabilities. The story is an original one written especially for Miss Prevost.

Have You Entered Universal's $7,000 "Robinson Crusoe" Contest Yet?

Soon to be presente

Go After the Big "Crusoe" Prize Money. Send Your Name In Today, NOW.

d by Carl Laemmle

LON CHANEY

"The Man of a Thousand Faces"

and a brilliant cast in a superb story of the Great Northwest — a story with a big, beautiful theme, and in which this marvelous character star does some of his greatest work. Supported by such favorite players as Irene Rich, Alan Hale, Dagmar Godowsky, Herbert Standing, Frank Campeau, Stanley Goethals and others.

"THE TRAP"

A dramatic and scenic wonder intended for the entertainment of every member of every family in this wide land!

UNIVERSAL - JEWEL

Watch For It!

More of the Robinson Cru

OTTO L. MEISTER, manager of the Whitehouse Theatre, Milwaukee, has long been considered one of the premier exhibitors in this country. How he capitalized his showmanship and won a prize in Universal's $7,000 Crusoe Exploitation Competition is an object lesson to every other exhibitor in the United States. A photograph of Mr. Meister, his artistic lobby and effective ballyhoo is shown on page 11. His enterprise in being the first exhibitor to enter the Crusoe Contest should act as an incentive to other theatre managers to lose no time registering their names in this remarkable cash-prize offer. It is of interest to note that Mr. Meister's exploitation, combined with the excellence of Universal's chapter-play unusual, was instrumental in shattering all records for the Milwaukee playhouse.

Mr. Meister had a man dressed as a pirate walking the streets. His doorman was also attired in sea rover's garb. He used 10,000 heralds, the screen trailer, 24-sheets, and a street ballyhoo consisting of a man dressed as Robinson Crusoe, all of which attracted an unusual amount of attention. On his lobby platform he reproduced a scene showing the ship and Crusoe with dog and parrot. The entire front was fixed up with bark to represent a forest. Hundreds gathered outside the theatre constantly to view the display, considered the most picturesque and realistic ever arranged for any production. More than one thousand kids, writes Mr. Meister, followed his street-man, an actor dressed in characteristic costume. The street man said he felt like the Pied Piper of Hamelin.

To Mr. Meister the Universal extends its sincerest congratulations, not only upon his success in the Cash Prize Contest, but also for being a consistent 100 per cent. Universal exhibitor.

CRIPPLED TOTS THEATRE GUESTS

THIRTEEN crippled tots of Bradley Memorial hospital, whose deformities the State is trying to eliminate, viewed with enthusiastic acclaim the "Adventures of Robinson Crusoe" shown at the Strand Theatre Friday.

The little unfortunates were the guests of the Strand Theatre and university employees. The university employees furnished cars and attendants. The children were under the care of Miss Mary McGovern and Philip Franzen.

Several of the children had never seen a moving picture.

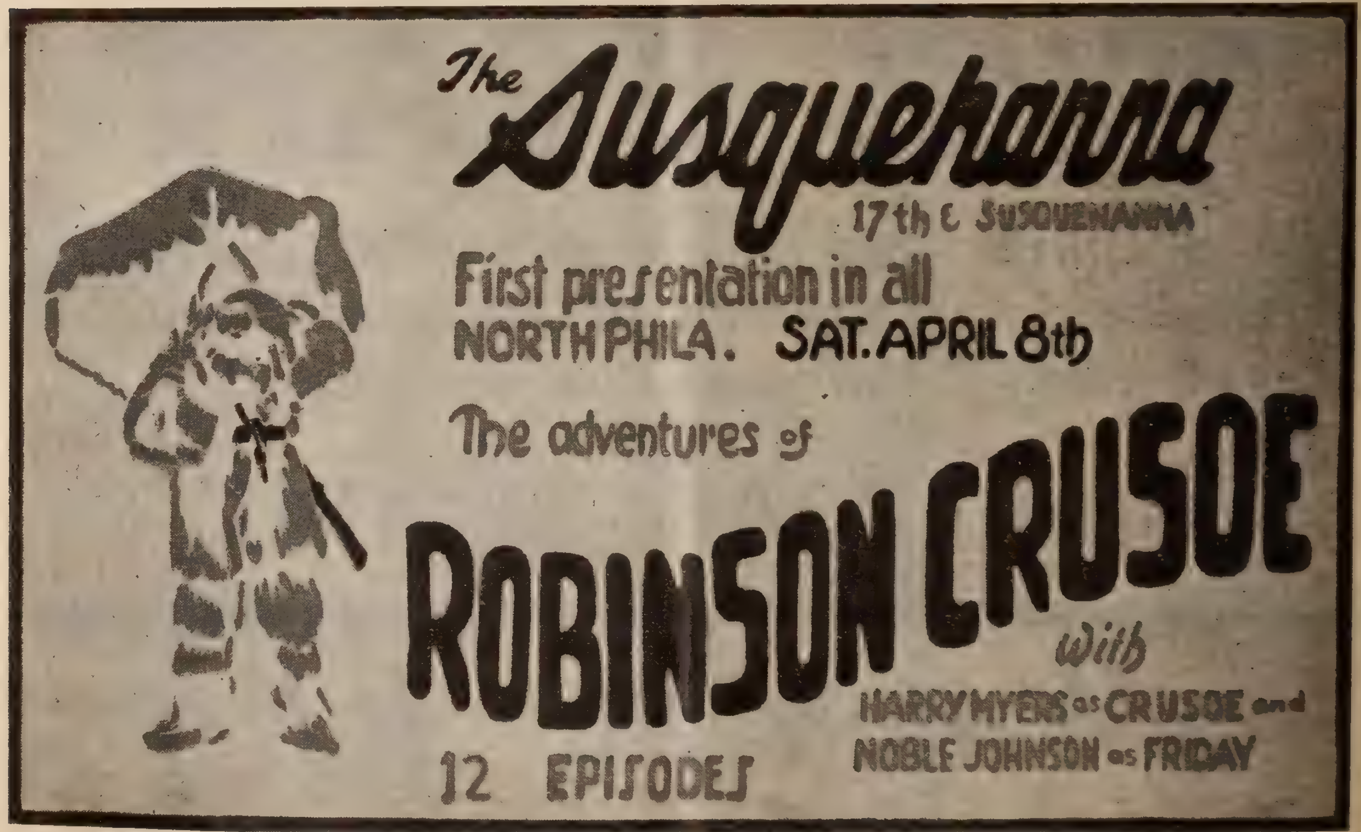
Three were brought in wheelchairs, lying flat on their backs. In age they ranged from 3½ to 6. Those not in chairs were either in braces or struggled along on crutches.

After the movie the patients were taken outside and filmed by a movie camera. The film will be shown them at the hospital.

Manager Arthur Desormeaux of the Strand presented each little visitor with a puzzle.

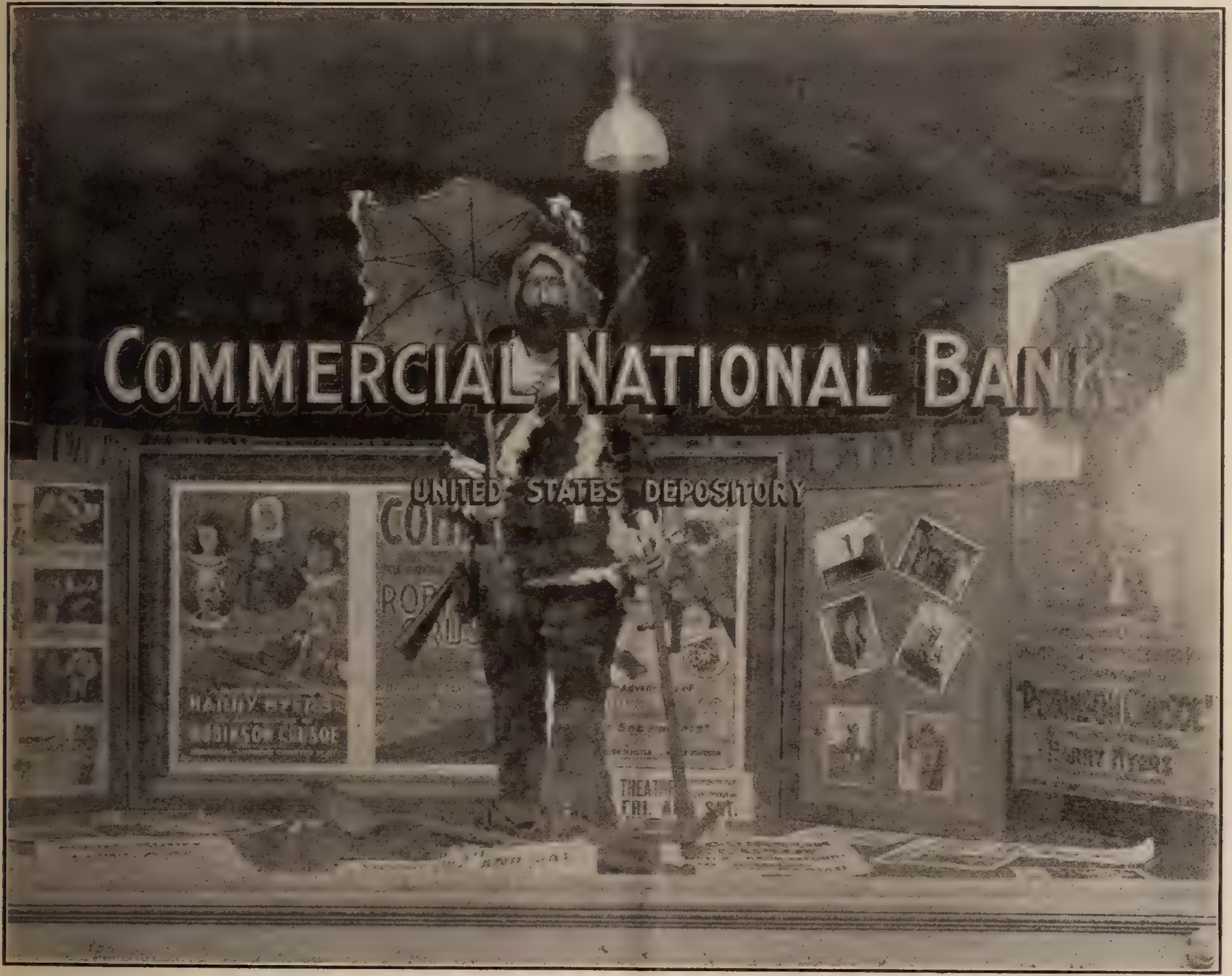
—From the Wisconsin State Journal.

A. P. DESORMEAUX, manager of the Strand Theatre, Madison, Wis., combined a stunt from the campaign book with a generous idea of his own to good effect in putting over the first episode of "The Adven-



Manager F. K. M. Plessner of the Susquehanna Theatre, Philadelphia, Stencilled This Unique Window Card in Three Colors to Advertise "The Adventures of Robinson Crusoe." Other Prize-Winning Ideas of Mr. Plessner Are Explained in Detail on Pages 17 and 23.

soe Prize Winning Stunts



A. P. Desormeaux, Manager of the Strand Theatre, Madison, Wis., Had His Street Man Appear in Windows of Leading Establishments on the Principal Streets. Full Details of the Exploitation Which Won an Award for Mr. Desormeaux Are Printed on This and Opposite Page.

tures of Robinson Crusoe." He is one of the four lucky ones in Universal's $7,000 Exploitation Ideas Contest.

His street stunt consisted of a man dressed as Robinson Crusoe walking through the streets of Madison and standing in windows of the principal mercantile establishments of that city. A photograph of Mr. Desormeaux's ballyhoo is shown above. Free admissions to thirteen crippled children from a nearby hospital obtained desirable publicity and good-will for Mr. Desormeaux. One of the newspaper stories on this stunt is shown on page 16.

The following telegram from Mr. Desormeaux should be read by every exhibitor:

"You will be interested to know opening chapter of 'Robinson Crusoe' played to biggest crowd ever attending any Madison theatre on Saturday afternoon since inception motion picture. Advertised chapter-play to be shown once only between first and second shows Friday and Saturday afternoon. But they came so fast Saturday our 1,500 capacity filled ten minutes after starting show. Necessary run 'Crusoe' twice to accommodate crowd waiting outside, numbering over 900. Thought we were through with serials years ago, but if you can show us more like this you can count on us being 100 per cent. sold right now. Any high-class theatre can use this serial without apologies."

F. K. M. PLESSNER, manager of Susquehanna and Norris Theatres, Philadelphia, Pa., one of the first week's prize winners in Universal's Exploitation Ideas Contest, put over one of the most original and effective stunts of the week in connection with his showing of the Crusoe chapter-play. A small envelope containing a small amount of white sand was sent to all his patrons.

(Continued on Page 23)

"One of the Best

---and that's what exhitors all over the country are saying about HARRY CAREY'S stupendous production! From start to finish it is crammed with thrills! It's an audience picture and a BOX-OFFICE SUCCESS. It's a picture that sends them away glad to spread the good word and YOU KNOW what mouth-to-mouth advertising does---IT BUILDS PROFITS.

CARL LAEMMLE presents

HARRY CAREY

and

Directed b

"MA

we have Ever Shown!"

Says G.L.SHAGRIN, Park Theatre
YOUNGSTOWN OHIO.

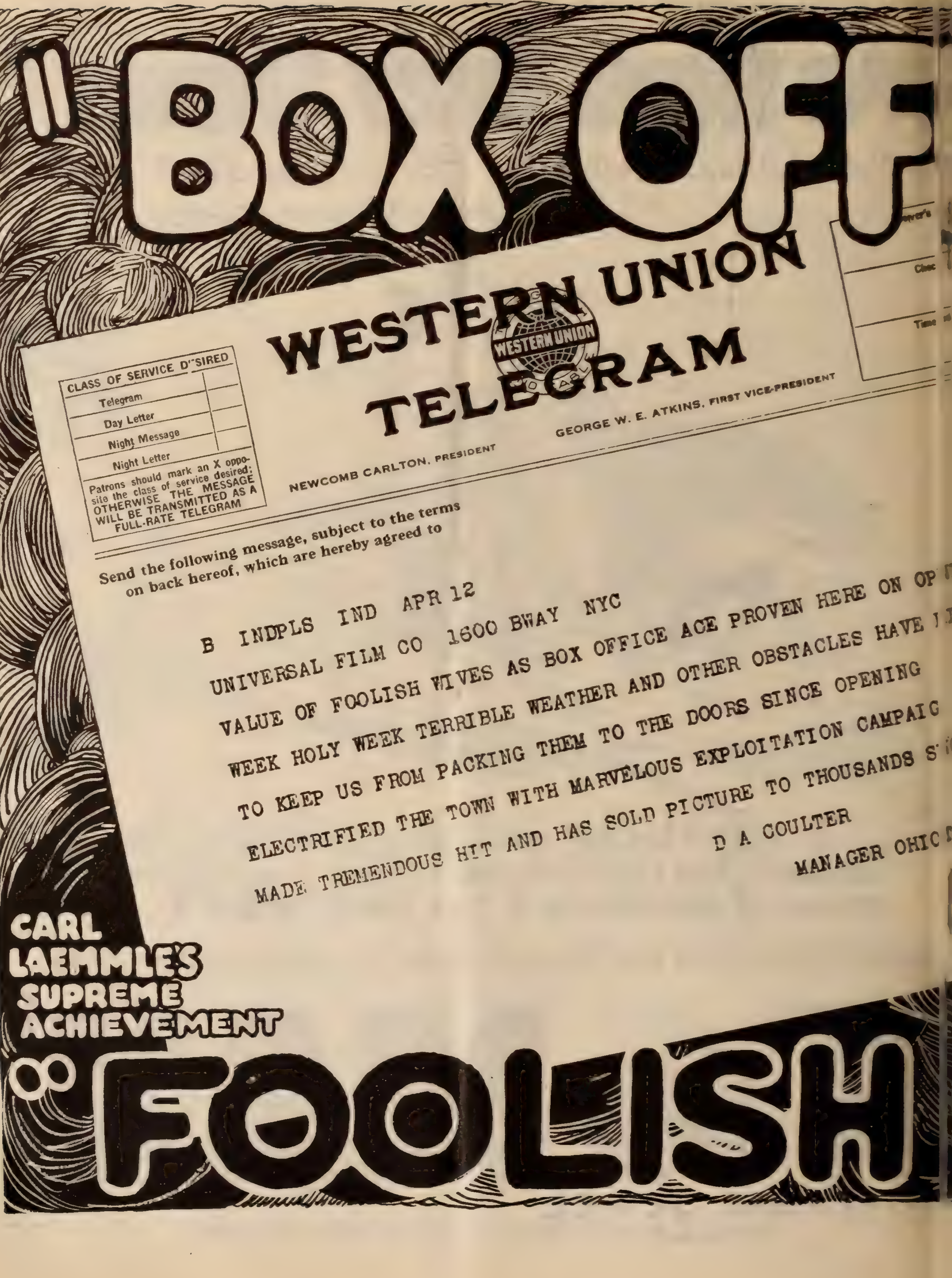
APRIL AND MAY
Exhibitors-Universal Employees Months

—a superb cast including Lillian Rich, Harold Goodwin, Chas. Le Moyne and others in a stupendous drama of adventure in the **FAR WEST** ...

Stuart Paton from the famous novel by Jackson Gregory

N to MAN"

NIVERSAL JEWEL



WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE DESIRED	
Telegram	
Day Letter	
Night Message	
Night Letter	

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM

Send the following message, subject to the terms on back hereof, which are hereby agreed to

B INDPLS IND APR 12

UNIVERSAL FILM CO 1600 BWAY NYC

VALUE OF FOOLISH WIVES AS BOX OFFICE ACE PROVEN HERE ON OP

WEEK HOLY WEEK TERRIBLE WEATHER AND OTHER OBSTACLES HAVE

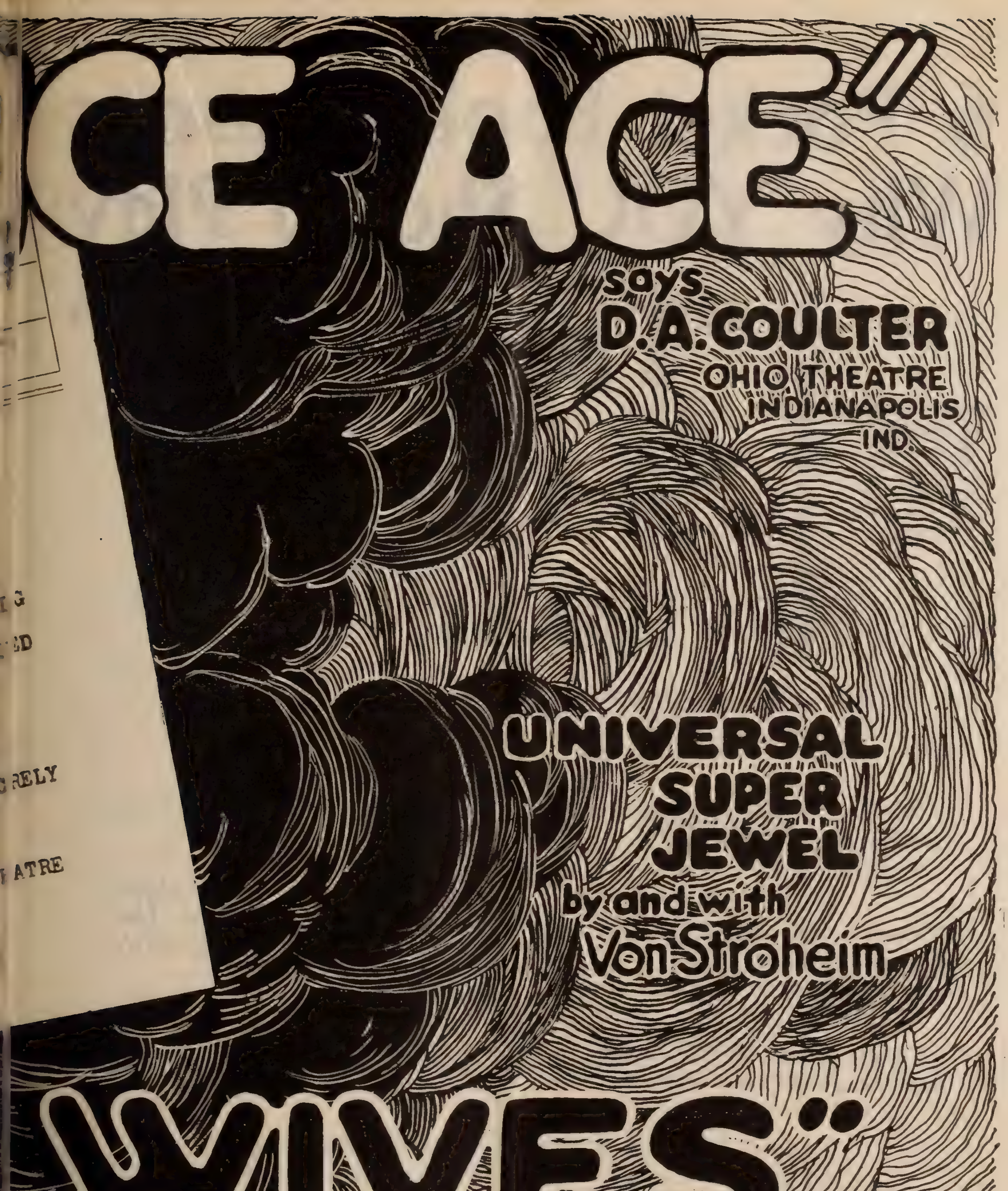
TO KEEP US FROM PACKING THEM TO THE DOORS SINCE OPENING

ELECTRIFIED THE TOWN WITH MARVELOUS EXPLOITATION CAMPAIG

MADE TREMENDOUS HIT AND HAS SOLD PICTURE TO THOUSANDS

D A COULTER

MANAGER OHIO


CE ACE"
says
D.A. COULTER
OHIO THEATRE
INDIANAPOLIS
IND.
IG
ED
RELY
ATRE
UNIVERSAL
SUPER
JEWEL
by and with
Von Stroheim
WIVES"

6 Pocket-book Reasons Why YOU Should Play

"The FOX"

APRIL AND MAY

Exhibitors-Universal Employees Months

presented by
CARL LAEMMLE
and starring

HARRY CAREY

Here are six reasons as reported by Exhibitors who have played "THE FOX." Each is a real pocket-book reason! Read and reap!

"We had to call the police to handle the CROWDS!"

—Lewis-Brisco, PRINCESS, Elwood, Ind.

"Keen with ACTION. It's a grand success!"

—J. C. Hartman, RIALTO, Oklahoma City.

"Carey--THE STAR--surely has the goods in this one!"

—J. L. Freeman, CLERMONT, Chicago.

"The kind of a STORY and film the public wants!"

—C. H. Small, ELECTRIC, Morning Sun, Ia.

"Drew heavily from higher class patronage and Universal has set a REASONABLE PRICE!"

—E. J. Dengenhardt, PRINCESS, Mendota, Ill.

"EVERYONE said it was FINE!"

—F. P. Blanchard, THE PARK, Livingston, Wis.

It's an established, proven box-office WINNER.
Get your dates now and slice in on this melon!

A UNIVERSAL-JEWEL

The Robinson Crusoe Prize Stunts

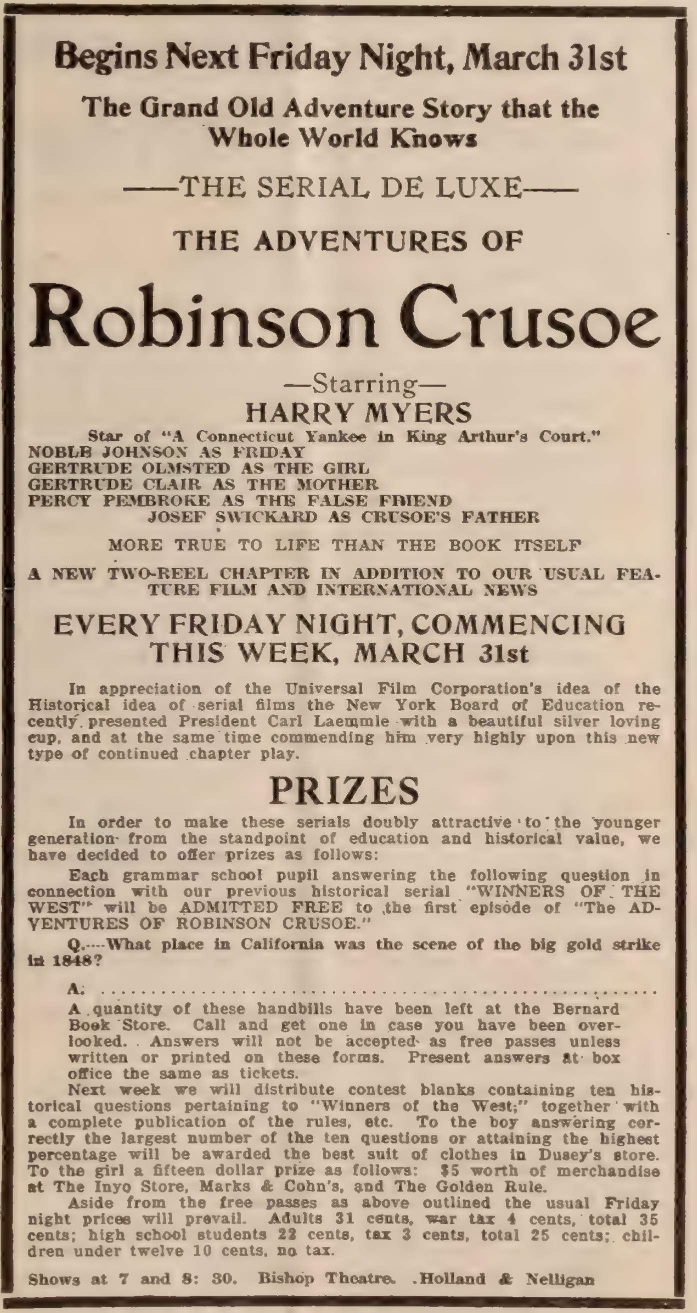
(*Continued from Page* 17)

The envelope bears an inscription to the effect that the contents are grains of sand from the beach of the original Robinson Crusoe Island, and mentions the title of the film, its date of showing, name of theatre, etc.

An effective window card was stencilled and five hundred copies distributed in his section of Philadelphia. A reproduction of this herald is shown on page 16. Besides these cards, 1,000 heralds were distributed in the public schools and libraries. For street exploitation, Mr. Plessner sent out a man dressed as Robinson Crusoe and a colored man as Friday.

An extremely good-looking cut-out was made from the stock 3-sheet of Crusoe with his umbrella. Four hundred half-sheets and an essay contest for children on "Robinson Crusoe and His Time" also proved effective in arousing intense interest in Universal's current thrills-from-the-classics chapter-play. A trailer, slides, 1- and 3-sheets, were also used with telling effect by this enterprising showman. A splendid lobby exhibit was made by placing on a show-card, resting on an easel, a full-page story from the Sunday New York American entitled "Latest News From Robinson Crusoe's Island." This attracted a great deal of attention, Mr. Plessner writes.

HARRY HOLLAND, manager of the Bishop Theatre, Bishop, Cal., and one of the four first-week's winners in Universal's $7,000 Cash Prize Exploitation Contest, probably spent less money, and to better effect, than most of the other contestants. He devised a novel herald offering free admission to the first episode of "Robinson Crusoe" to school children answering correctly a question relating to the time embraced by Universal's unusual chapter-play. This herald is shown above.



Begins Next Friday Night, March 31st

The Grand Old Adventure Story that the Whole World Knows

—THE SERIAL DE LUXE—

THE ADVENTURES OF

Robinson Crusoe

—Starring—

HARRY MYERS

Star of "A Connecticut Yankee in King Arthur's Court."

NOBLE JOHNSON AS FRIDAY
GERTRUDE OLMSTED AS THE GIRL
GERTRUDE CLAIR AS THE MOTHER
PERCY PEMBROKE AS THE FALSE FRIEND
JOSEF SWICKARD AS CRUSOE'S FATHER

MORE TRUE TO LIFE THAN THE BOOK ITSELF

A NEW TWO-REEL CHAPTER IN ADDITION TO OUR USUAL FEATURE FILM AND INTERNATIONAL NEWS

EVERY FRIDAY NIGHT, COMMENCING THIS WEEK, MARCH 31st

In appreciation of the Universal Film Corporation's idea of the Historical idea of serial films the New York Board of Education recently presented President Carl Laemmle with a beautiful silver loving cup, and at the same time commending him very highly upon this new type of continued chapter play.

PRIZES

In order to make these serials doubly attractive to the younger generation from the standpoint of education and historical value, we have decided to offer prizes as follows:

Each grammar school pupil answering the following question in connection with our previous historical serial "WINNERS OF THE WEST" will be ADMITTED FREE to the first episode of "The ADVENTURES OF ROBINSON CRUSOE."

Q.—What place in California was the scene of the big gold strike in 1848?

A: ....

A quantity of these handbills have been left at the Bernard Book Store. Call and get one in case you have been overlooked. Answers will not be accepted as free passes unless written or printed on these forms. Present answers at box office the same as tickets.

Next week we will distribute contest blanks containing ten historical questions pertaining to "Winners of the West;" together with a complete publication of the rules, etc. To the boy answering correctly the largest number of the ten questions or attaining the highest percentage will be awarded the best suit of clothes in Dusey's store. To the girl a fifteen dollar prize as follows: $5 worth of merchandise at The Inyo Store, Marks & Cohn's, and The Golden Rule.

Aside from the free passes as above outlined the usual Friday night prices will prevail. Adults 31 cents, war tax 4 cents, total 35 cents; high school students 22 cents, tax 3 cents, total 25 cents; children under twelve 10 cents, no tax.

Shows at 7 and 8: 30. Bishop Theatre. .Holland & Nelligan

Harry Holland, Manager of the Bishop Theatre, Bishop, Cal., Devised This Unique Contest. Particulars of Further Exploitation Appear on This Page.

In order that all the school children would get into the first episode free, Mr. Holland made the question one easy to answer, and arranged to have the teachers tell some of the pupils confidentially the correct answer. More pupils will attend each succeeding episode to qualify for grand prizes to be offered later. Parents and teachers, appreciating the educational value of the contest, will extend full co-operation.

With each letter sent to his mailing list, Mr. Holland mailed an amusing novelty in the form of a little movie card. This was a small envelope containing a picture of Mutt and Jeff behind a sliding screen, which, when pushed or pulled, appeared to give life to the two characters. On the reverse side of the envelope was a supposed conversation between Mutt and Jeff lauding the chapter-play. These movie cards are not costly and have made the biggest hit of anything Mr. Holland has used, he says. They may be obtained from the Kemper-Thomas Co., Cincinnati.

Universal extends to this enterprising California exhibitor its sincerest congratulations on his success in the "Robinson Crusoe" Contest, and wishes him continued good fortune with his presentation.

A WORD of advice to exhibitors who have not entered the Universal's $7,000 Cash Prize "Robinson Crusoe" Contest: Get your name in for one of these prizes to-day, even though you don't run this serial for two months. Now is the time to enter the contest. You can send in the details of your idea before you put it on if you want to and then advise us by wire or letter how effective it was on the opening night, and we'll take care of the rest.

By entering the "Robinson Crusoe" $7,000 Cash Prize Contest you not only make the picture infinitely more profitable for your theatre, but you have a chance of winning one of the four $50 cash prizes given away each week and one of the three big prizes given each month during April, May, June and July. $450 for the best exploitation plan each month, $300 for the second best, and $200 for the third.

Playing the biggest and

BARACHI,
Schenectady, N. Y.

PALACE,
Troy, N. Y.

ECKEL,
Syracuse, N. Y.

SILVER BOW CIRCUIT,
Butte, Mont.

LIBERTY,
Great Falls, Mont.

MARLOW,
Helena, Mont.

COLUMBIA,
Norfolk, Va.

HAMPTON,
Roanoke, Va.

DUDLEY,
Petersburg, Va.

LAFAYETTE,
Winston,Salem, N. C.

HIPPODROME,
Richmond, Va.

ASCHER BROS. CIRCUIT,
Chicago, Ill.

LUBLINER & TRINTZ CIRCUIT,
Chicago, Ill.

ART,
Gary, Ind.

SPENSER SQUARE,
Rock Island, Ill.

VILLAS,
Cicero, Ill.

PANTHEON,
Hammond, Ind.

AVOY,
Moline, Ill.

FOX,
Aurora, Ill.

PANTHEON,
Toledo, Ohio.

REGENT,
Saginaw, Mich.

ORPHEUM,
Ft. Wayne, Ind.

ISIS,
Indianapolis, Ind.

PERSHING,
Kansas City, Kans.

SAVOY,
St. Joseph, Mo.

TEMPLE,
San Bernardino, Cal.

OPERA HOUSE,
Appleton, Wis.

EMPIRE,
Milwaukee, Wis.

MAJESTIC,
Janesville, Wis.

FINKELSTEIN & RUBIN CIRCUIT,
Minneapolis, St. Paul and Duluth.

CONSOLIDATED AMUSEMENT CO. HOUSES,
New York City.

ORPHEUM,
Yonkers, N. Y.

POLI'S,
Meriden, Conn.

STRAND,
Waterbury, Conn.

SUFFOLK,
Holyoke, Mass.

VICTORY,
Shawnee, Okla.

ORPHEUM,
Okmulgee, Okla.

MAJESTIC,
Tulsee, Okla.

LIBERTY,
Lincoln, Nebraska.

RIALTO,
Sioux City, Iowa.

Here are a few of the
ing up on this grea

Carl Laemmle offers

"The LEATHER PUSHERS"

with

REGINALD DENNY

The Greatest Series of
Two-Reelers Ever Made

From the Famous COLLIER'S Stories
by H. C. WITWER

Directed by HARRY POLLARD

LYDIA,
Grand Island, Neb.

MOON,
Omaha, Nebraska.

LYRIC,
Shenandoah, Pa.

ALDINE,
Lancaster, Pa.

HIPPODROME,
York, Pa.

STRAND,
Birmingham, Ala.

SOUTHERN ENTERPRISES,
San Antonio, Dallas, Houston, Ft. Worth, El Paso, Waco.

MAJESTIC,
San Antonio, Texas.

KINEMA,
Salt Lake City, Utah.

Book them - - exploit them

best first-run houses!

iggest theatres clean-
st of short features:

MAJESTIC,
Boise, Idaho.

POSY,
Ogden, Utah.

VICTORY,
Tacoma, Wash.

COLUMBIA,
Seattle, Wash.

LIBERTY,
Sioux Falls, S. D.

PORTOLA,
San Francisco, Calif.

AMERICAN,
Oakland, Calif.

T. AND D.,
Sacramento, Calif.

KINEMA,
Fresno, Calif.

T. AND D.,
Berkeley, Calif.

EMPIRE,
Quebec City, Q., Can.

CASINO,
Halifax, N. S., Can.

IMPERIAL,
St. John,
New Brunswick.

STRAND,
Montreal, Que., Can.

PANTAGES,
Winnipeg, Man., Can.

PRINCESS,
Whiting, Ind.

STRAND,
Freeport, Ill.

CAPITOL,
Cincinnati, Ohio.

LINCOLN,
Parkersburg, W. Va.

STRAND,
Norton, Va.

ORPHEUM,
Akron, Ohio.

STRAND,
Canton, Ohio.

MT. LEBANON,
Cleveland, Ohio.

CARL RAY HOUSES,
Cheyenne, Wyo.

MAJESTIC,
Pueblo, Colo.

MAJESTIC,
Denver, Colo.

HUB,
Casper, Wyo.

FAMILY,
Davenport, Wyo.

CASINO,
Sioux City, Iowa.

CASINO,
Des Moines, Iowa.

ISIS,
Cedar Rapids, Iowa.

WATERLOO,
Waterloo, Iowa.

STRAND,
Fort Dodge, Iowa.

PRINCESS,
Boone, Iowa.

FAMILY,
Jackson, Mich.

GARDEN,
Muskegon, Mich.

MAJESTIC,
Evansville, Ind.

WALNUT,
Kokomo, Ind.

BANCROFT,
Kansas City, Mo.

STRAND,
Los Angeles, Calif.

PARKWAY,
Madison, Wis.

OPERA HOUSE,
Kenosha, Wis.

STRAND,
Wilkes-Barre, Pa.

REGENT,
Scranton, Pa.

HARRIS,
Pittsburgh, Pa.

HARRIS,
Erie, Pa.

PANTAGES,
Portland, Ore.

RIALTO,
Atlanta, Ga.

ODEON,
Savannah, Ga.

MAJESTIC,
Kalamazoo, Mich.

MERRILL,
Milwaukee, Wis.

WHITEHOUSE,
Milwaukee, Wis.

CAPITOL,
Hartford, Conn.

s big features - - and cash in!

EXHIBITOR ACTIVITIES

To Remodel Criterion

The Criterion Building, Poplar Bluff, Ark., will be remodeled into a large theatre seating 1,800.

Star Company's Plans

Star Theatre Company, Cleveland, Ohio, will build at a cost of $500,000 on Euclid Avenue and East Eighteenth Street.

Revise Theatre Project

Gold Fleet Corporation has revised plans for theatre to be erected at De Kalb Avenue and Fleet Street, Brooklyn.

Fine House for Washington

Architect G. Oakley Totten, Jr., of Washington, D. C., is preparing plans for nine-story office and theatre building to cost $2,500,000. Location and owner's name withheld.

To Increase Capacity

Aragon Number Three and Aragon Number Four, Cincinnati, Ohio, will be remodeled and seating capacity increased. Rendings, Panzer and Martin are the architects.

Will Aid Sunday Schools

The M. P. T. O. Missouri has liberally offered complete co-operation to the Missouri Sunday School Association in making a success of Sunday School Week. Various films, dealing with outdoor life and Sunday school organization, will be shown by exhibitors, in addition to several special films of the Sunday school organization.

Sensible Censorship

Mrs. Louis Kalbfield, of Palatka, Fla., herself (with her husband), a live-wire exhibitor, has been named by Governor Hardee as the third member of the Florida Board of Review, which was created nearly a year ago. Mrs. Kalbfield, who is the wife of Louis Kalbfield, has been actively affiliated with the amusement business for many years. C. E. Daffin, of Tallahassee, and Miss Rich, of Jacksonville, are the other members of the Board, which merely works in collaboration with the National Board of Review and is not expected to impose drastic regulations.

Purchase Reel Theatre

The Reel, Lyons, Neb., has been purchased by R. D. Chapin and Harry Lenigerm, proprietors of the Plaza, Sloan, Iowa.

"TO ERR IS HUMAN——"

Through an unfortunate error, a recent issue of The Moving Picture Weekly printed a picture of Henry Branson Varner, better known as "The Earl of Lexington," with a caption belonging to the portrait of another exhibitor. We apologize to both gentlemen for our mistake. Mr. Varner is not a druggist; he is the owner and editor of the Lexington, N. C., Dispatch, and also Southern Good Roads Magazine. The Lexington Dispatch has the distinction of having the largest circulation of any small-town newspaper in the world.

Draw Plans for Theatre

Plans for Clark-Linn Realty Company's theatre, Fairmont, W. Va., are being prepared by Architects Jones and Nuzum. It will cost $100,000.

Clever Anzac Exploitation

The National Theatre, Auckland, N. Z., Made Use of the Lumber Phase of Priscilla Dean's Recent Universal-Jewel in Exploiting "Conflict."

Kansas House Ready

The Miller, Wichita, Kans., is expected to open the latter part of this month.

Plan Philadelphia Theatre

Joseph F. Willard will build on corner of Fortieth and Filbert Streets, Philadelphia, Pa., at an estimated cost of $150,000.

Renovate Hartford House

The Princess Theatre, Hartford, Conn., recently taken over by Kelleher & Hoffman, has been completely renovated, at an estimated cost of about $50,000 and is again open, playing to good business. Henry Needles, formerly manager of a house in Bayonne, N. J., is manager of the Princess.

Honor M. P. T. O. Executive

Lawrence E. Goldman, counsel and secretary of the M. P. T. O. Missouri, has been appointed counsel of the Managers and Performers Consolidated Circuit, a large small time vaudeville circuit. This work will in no way interfere with the praiseworthy work he is doing for the Missouri exhibitors.

Theatre Musician to Wed

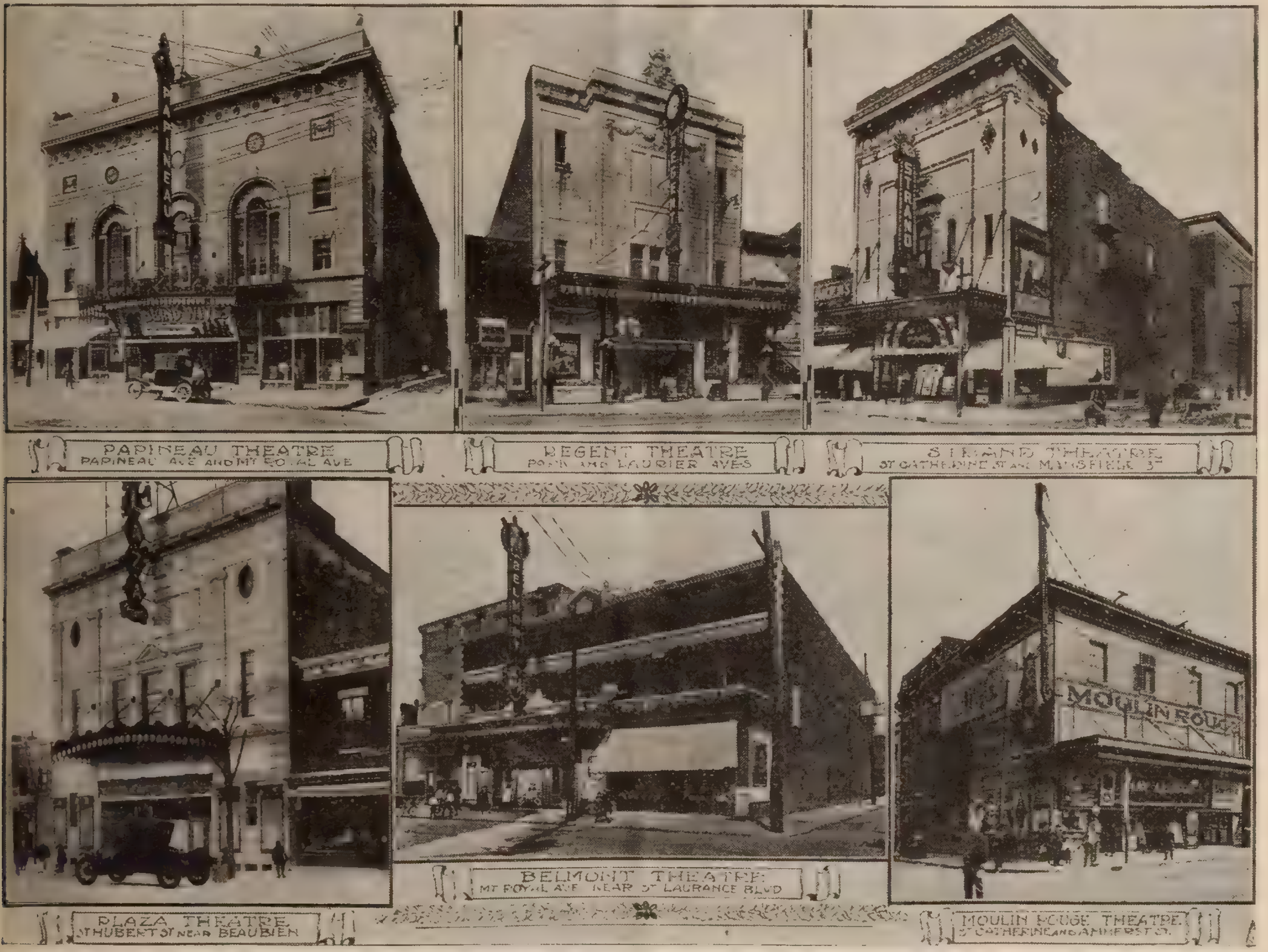
The engagement of Miss Dorothy Price, organist for years at the Victoria Theatre at Shamokin, Pa., and now musician for a Newark, N. J., theatre, and Ludlow Martin, New York City electrical engineer, has been announced. Miss Price's parents reside at Shamokin, where the ceremony will be consummated in June.

Plan Another Victoria

The Chamberlain Amusement Enterprises, Inc., with headquarters at Shamokin, Pa., and operating theatres there and at Mount Carmel, Tamaqua, Bloomsburg, Lewistown and other cities in Pennsylvania, gave the contract this month for the erection of a $250,000 playhouse to be located at Maple and Third streets, Mount Carmel, Pa. As is the case with most of the Chamberlain Theatres, it will take the name of the Victoria. The new playhouse will seat 1,300 persons and will be finished September 1. Offices and apartments will be included in the scheme of construction.

Cash In On Your Salesmanship. Enter Universal's "Crusoe" Competition.

Montreal Theatres Pay Record Price for "Leather Pushers"


PAPINEAU THEATRE
PAPINEAU AVE AND MT ROYAL AVE
REGENT THEATRE
PARK AND LAURIER AVES
STRAND
STRAND THEATRE
ST CATHERINE ST AND MANSFIELD ST
PLAZA THEATRE
ST HUBERT ST NEAR BEAUBIEN
BELMONT THEATRE
MT ROYAL AVE NEAR ST LAURANCE BLVD
MOULIN ROUGE
MOULIN ROUGE THEATRE
ST CATHERINE AND AMHERST ST

The Biggest Price Ever Paid for a Series of Two-Reel Subjects was Obtained for "The Leather Pushers" from the Independent and United Amusements, Ltd., Montreal. George Nicholas, Enterprising Managing Director of the Chain, Is Shown Below.

"BEST OF ITS CLASS"

People's Theatre.
Redfield, Iowa.

"The Big Adventure" is one of the best pictures I have ever run. It took the best of any of its class.

"Outside the Law" with Priscilla Dean is an exceptionally good Jewel—everybody had a good word—no bad reports.

(Signed) W. Perrin, Mgr.,

"GIBSON ANOTHER CAREY"

Rialto Theatre,
Waterloo, Iowa.

Hoot Gibson in "Sure Fire" was well liked. He is certainly an excellent Western character and can be worked up big.

Hoot Gibson can be made another Harry Carey as far as the box office is concerned.

(Signed) Alexander Frank,

Enterprising Canadian Showman

George Nicholas, Managing Director of the Independent and United Amusements, Ltd., Montreal Canada.

"HAS THEM ALL BEAT"

Unique Theatre.
Anita, Iowa.

Geo. Larkin in "The Man Trackers" is a good Northern story. Small town exhibitors have better box-office receipts with good shows full of action.

Played Hoot Gibson in "Action." Good show; 100% Western.

Universal has them all beat for photography.

(Signed) W. T. Biggs, Mgr.,

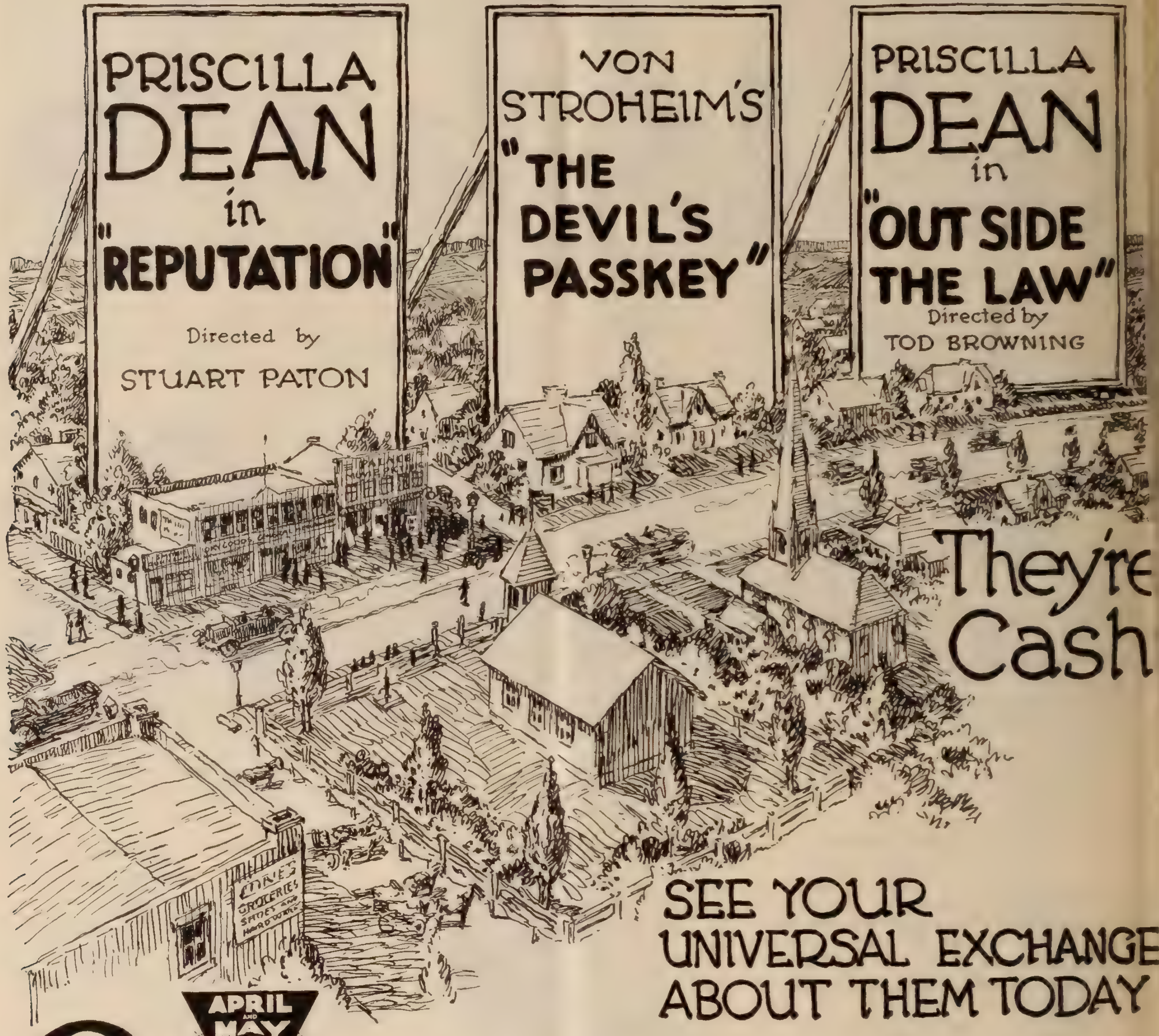
"MAYO AT HIS BEST"

Colonial Theatre.
Keokuk, Iowa.

The patrons of the Colonial Theatre enjoyed Frank Mayo in "The Shark Master" to the utmost. We think he is at his best in this picture.

(Signed) H. F. Hagedorn, Mgr.,

The 6 Big Pictures


PRISCILLA DEAN in "REPUTATION" Directed by STUART PATON
VON STROHEIM'S "THE DEVIL'S PASSKEY"
PRISCILLA DEAN in "OUT SIDE THE LAW" Directed by TOD BROWNING
They're
Cash
CONE'S GROCERIES SHOES AND HARDWARE

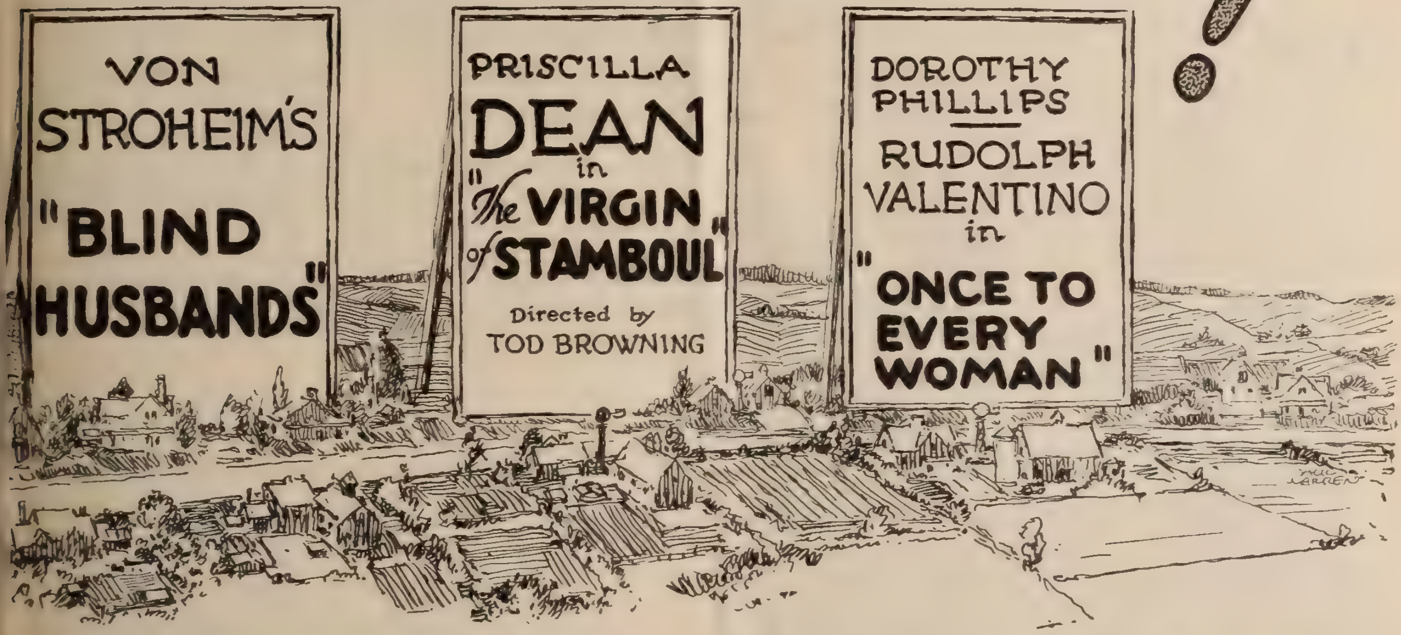
SEE YOUR
UNIVERSAL EXCHANGE
ABOUT THEM TODAY

APRIL AND MAY
Exhibitors-Universal Employees Months

6 Tried and Proven U

Have You Entered Universal's $7,000 "Robinson Crusoe" Contest Yet?

for Every Small Town!


VON STROHEIM'S "BLIND HUSBANDS"
PRISCILLA DEAN in "The VIRGIN of STAMBOUL"
Directed by TOD BROWNING
DOROTHY PHILLIPS
RUDOLPH VALENTINO in "ONCE TO EVERY WOMAN"

ew if you haven't played them
n now on these proven Jewels.

HUNDREDS of small town exhibitors have played these six big Universal Jewels in the last few weeks and have cashed in! In stars, direction, casts, stories, detail and photography they are as good as they were the day they were produced! They're so well known they'll draw crowds to your theatre from town and country. Any Universal Exchange will tell you about the offer on these six pictures that will chase away your box-office blues!

iversal-Jewel Successes!

Register NOW for the $7,000 "Robinson Crusoe" Exploitation Contest.

"Wild Honey" and "Man to Man" Booked Over the Entire Fox Circuit

Dean and Carey's Current Universal-Jewels to Run for 170 Days---Exhibitors' Praise for Phenomenal Production

CHARLES ROSENZWEIG, sales manager of Universal's New York Exchange, reports a handsome booking of the two recent Universal Jewel productions, "Wild Honey" and "Man to Man" over the Fox circuit. "Wild Honey" is a stirring photo-drama of South Africa starring Priscilla Dean, and directed by Wesley Ruggles. "Man to Man" is Harry Carey's latest super-Western photo-play, and was directed by Stuart Paton.

THE showing of these two features over the Fox circuit will include presentations in the Audubon, the Academy, the Jamaica, the Albemarle, the Star, the Crotona, the Nemo and the Jap theatres, in and around New York City, for runs of three and four days. These runs will follow closely upon the showing of the same pictures in the Loew Circuit, where they have been booked for a total of 170 days run, as announced last week.

"Man to Man" has just closed a successful run of several weeks in the Central Theatre, Broadway and Forty-seventh street. Andrew J. Cobe, manager of that theatre, accompanied his presentation by a double prologue, a Hawaiian beach and dancing scene to correspond to the opening of the picture, and a gun and roping exhibition by "Texas Jack" to correspond to the Western phases of the production.

"Wild Honey," now being released generally throughout the country, is doing exceptional business for exhibitors, reports from Universal exchanges indicate. A number of exhibitors have wired their enthusiasm direct to Mr. Carl Laemmle, president of Universal. Among the most striking of these is a message from G. H. Jenkinson, manager of the Victor Theatre, Minocqua, Wisconsin.

"I wish to advise that Priscilla Dean in 'Wild Honey' has proved positively the biggest box office attraction my Victor Theatre has ever known," he wired. "First picture to get the crowd out in five months. It is a sequel to 'Conflict.' The flood scene is marvelous."

UNIVERSAL believes that "Wild Honey" and "Man to Man" will prove to be two of the most popular money-making attractions of the coming Summer season for the average exhibitor.

"Our advance bookings show that these two pictures will be available for the average and small exhibitor during the hot weather, just when he needs productions of great pulling power," explains Mr. Rosenzweig. "Pictures like these two will help many an exhibitor over the rough places during the coming Summer. I am speeding up my more important bookings on these features, so that I will be able to put them into the hands of the smaller exhibitor just when he needs them the most."

International News Great Aid to Film Exhibitors

APPRECIATION of the good offices of the International News in "tipping off" exhibitors as to coming news events, so that they might be advertised and exploited, is voiced in a letter recently received by R V. Anderson, news sales manager of International News, from J. L. Shipley, manager of Fischer's Appleton Theatre, Appleton, Wis.

"We consider The International News one of the biggest and best features we show; it is consistent in its handling of the newest and most interesting events of the day, and, to our knowledge, has 'scooped' other weeklies on several events of widespread interest.

"From the angle of photography it is superior to any other news we have ever shown. The snow stuff in a recent issue was gorgeous, likewise the New England water scenes in last week's issue.

"Another important point, your office has tipped me off to big events and we have been able to advertise them effectively and cash in as a consequence. This is real co-operation in all that the term implies.

"The International News is the best of its kind in the films today and we are for it one hundred per cent."

APRIL AND MAY
Exhibitors-Universal Employees Months

Universal Service Valued in Manitoba, Canada

G. F. LAW, the representative of the Canadian Univeral Film Manufacturing Company at Winnipeg, is all puffed up over a letter which recently fell into his hands. It was written by A. S. Parkin, manager of the Bijou Theatre, Saskatoon, to A. McCoulough, a new exhibor of Lucky Lake, Saskatchewan.

Parkin, in advising McCoulough concerning his bookings, in answer to a request by the Lucky Lake novice, had the following to say:

"I have been dealing with practically all the film companies in Canada for seven years, and my advice to you would be to tie up with the Universal Film Company of Winnipeg, Manitoba, who will supply you with the best line of programmes at a very reasonable price. It would be advisable for you to communicate with them informing them how many days a week you wish to run, what advertising you need, etc.

"This firm will look after you in the proper manner, as they realize that you must be successful in order for them to stay in business.

"I have no interest whatever in the Universal except the satisfaction which I have had in dealing with them for seven years."

Cash In On Your Salesmanship. Enter Universal's "Crusoe" Competition.

"Doing the Nation a Wonderful Service!"

---Says E. H. WHITNEY,
Asst. Supt. of Schools,
Portland, Oregon.

UNIVERSAL is proud to have taken the lead in the production of historical chapter plays that can win such commendation as that voiced by Mr. Whitney.

Critics of the trade press and newspaper reviewers have shouted their approval of "STANLEY IN AFRICA"—and now their opinion is being backed up by crowded houses wherever this chapter-play is shown.

BOOK IT — GET THE SCHOOLS BEHIND YOU, and CLEAN UP!

Carl Laemmle offers

George Walsh

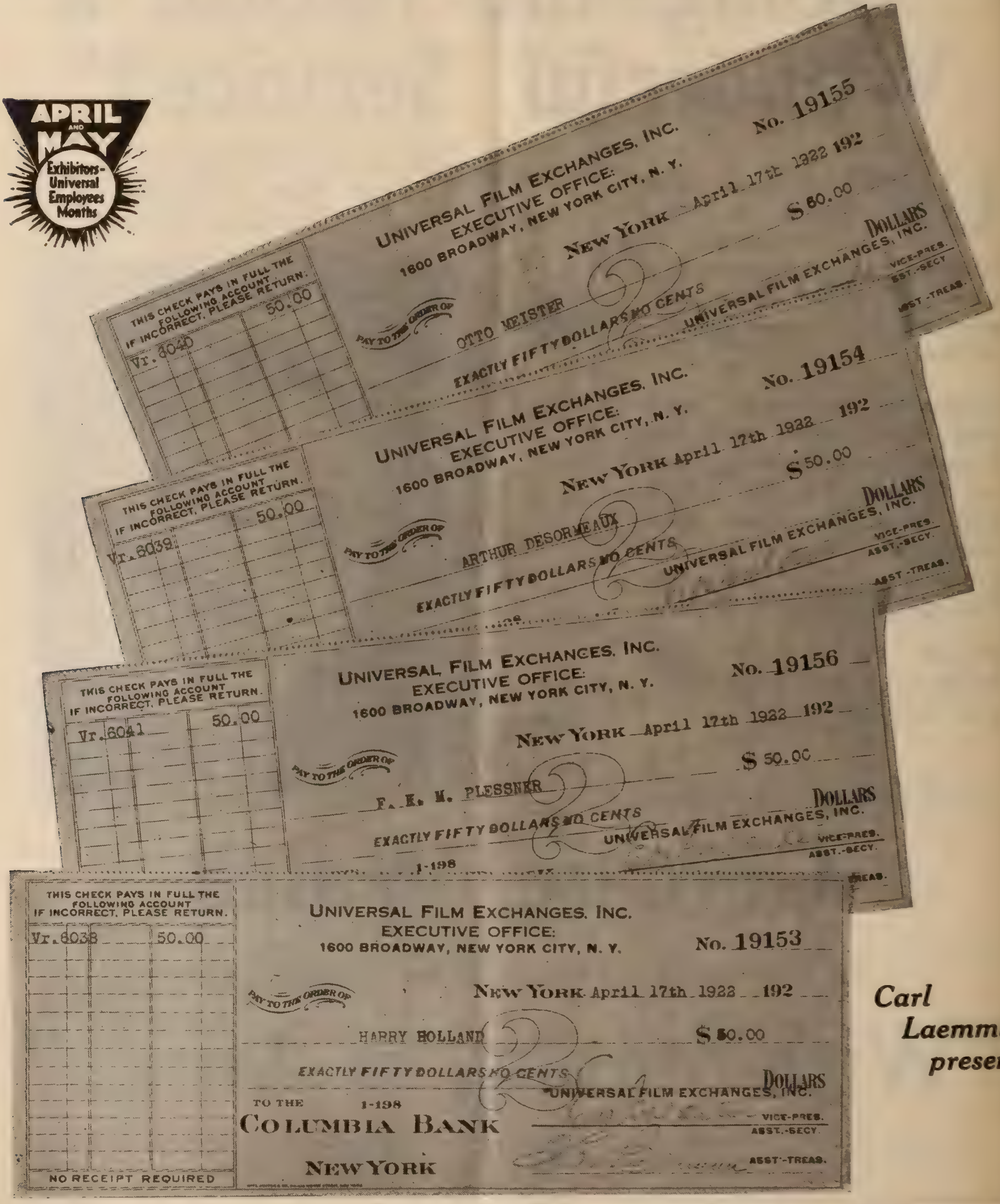
In Universal's True History Chapter-play

"With Stanley in Africa"

Directed by Wm. Craft

Did You Get One

APRIL
AND
MAY
Exhibitors-
Universal
Employees
Months



THIS CHECK PAYS IN FULL THE FOLLOWING ACCOUNT IF INCORRECT, PLEASE RETURN.

Vr. 6040 50.00

UNIVERSAL FILM EXCHANGES, INC.
EXECUTIVE OFFICE:
1600 BROADWAY, NEW YORK CITY, N. Y.

No. 19155

NEW YORK April 17th 1922 192

PAY TO THE ORDER OF OTTO MEISTER $ 50.00

EXACTLY FIFTY DOLLARS NO CENTS DOLLARS

UNIVERSAL FILM EXCHANGES, INC.
VICE-PRES.
ASST.-SECY.
ASST.-TREAS.

THIS CHECK PAYS IN FULL THE FOLLOWING ACCOUNT IF INCORRECT, PLEASE RETURN.

Vr. 6039 50.00

UNIVERSAL FILM EXCHANGES, INC.
EXECUTIVE OFFICE:
1600 BROADWAY, NEW YORK CITY, N. Y.

No. 19154

NEW YORK April 17th 1922 192

PAY TO THE ORDER OF ARTHUR DESORMEAUX $ 50.00

EXACTLY FIFTY DOLLARS NO CENTS DOLLARS

UNIVERSAL FILM EXCHANGES, INC.
VICE-PRES.
ASST.-SECY.
ASST.-TREAS.

THIS CHECK PAYS IN FULL THE FOLLOWING ACCOUNT IF INCORRECT, PLEASE RETURN.

Vr. 6041 50.00

UNIVERSAL FILM EXCHANGES, INC.
EXECUTIVE OFFICE:
1600 BROADWAY, NEW YORK CITY, N. Y.

No. 19156

NEW YORK April 17th 1922 192

PAY TO THE ORDER OF F. K. M. PLESSNER $ 50.00

EXACTLY FIFTY DOLLARS NO CENTS DOLLARS

1-198

UNIVERSAL FILM EXCHANGES, INC.
VICE-PRES.
ASST.-SECY.
TREAS.

THIS CHECK PAYS IN FULL THE FOLLOWING ACCOUNT IF INCORRECT, PLEASE RETURN.

Vr. 6038 50.00

NO RECEIPT REQUIRED

UNIVERSAL FILM EXCHANGES, INC.
EXECUTIVE OFFICE:
1600 BROADWAY, NEW YORK CITY, N. Y.

No. 19153

NEW YORK April 17th 1922 192

PAY TO THE ORDER OF HARRY HOLLAND $ 50.00

EXACTLY FIFTY DOLLARS NO CENTS DOLLARS

TO THE 1-198
COLUMBIA BANK
NEW YORK

UNIVERSAL FILM EXCHANGES, INC.
VICE-PRES.
ASST.-SECY.
ASST.-TREAS.

Carl
Laemmle
present

# of These Checks?

Did you send in your name? Have you arranged for your exploitation stunt? Are you going to let this easy money go to some other exhibitor? Get busy--right now--while there's still time, read the details:

$7,000 FREE

Every week during April, May, June and July Universal is giving four exhibitors checks for $50 each for the best exploitation ideas on the world's greatest chapter-play "THE ADVENTURES OF ROBINSON CRUSOE."

On top of that, at the end of each month, the 16 winning ideas for that month will be considered by a committee, and the three best of the 16 are going to get still more money — big money — this time!

The best idea for each month brings $450 more, or $500 in all; second best, $300, or $350 in all, and the third best, $200, or $250 in all. These major prizes are given EACH MONTH during the period of the Contest!

In the history of the industry there was never a more liberal offer! Seventy-six big cash prizes for doing what you would do anyway! And every move you make in the contest is going to bring in more money to your box-office.

If you haven't entered—do so today! Get your name in to the Contest Manager, Serial Department, Universal Film Mfg., Co., 1600 Broadway, New York City. TODAY!

When you send in your stunt, send photographs of yourself, your theatre lobby, etc.

HARRY MYERS

and a superb cast in

"The Adventures of Robinson Crusoe"

Directed by BOB HILL

"Good Short Stuff" is Not Good Enough for Universal

Reginald Denny Every patron of your house will want to see this handsome hero of "THE LEATHER PUSHERS" series—the short features that made screen history—in the smashing Royal Northwest Mounted Police stories he is now making for Universal! Watch for them—they're as full of action as the North Woods are full of trees!

Tom Santschi Everybody knows Tom Santschi — and everybody likes him! The great two-reel Western features he is now making for Universal are the best of his career. They'll make your patrons beg for more—so don't make the mistake of letting this series of eight get past you! You'll be needing them!

Neely Edwards This popular young comedian will shortly be known from one end of the country to the other as "Nervy Ned!" In this side-splitting role, Neely Edwards is making the most screamingly funny one-reel comedies that have come your way in a long time. They'll be released soon!

UNIVERSAL SHORT STUFF

Cash In On Your Salesmanship. Enter Universal's "Crusoe" Competition.

What Exhibitors Are Doing

Kansas House Sold

S. H. Blair, Bellville, Kans., has purchased the Star, Phillipsburg, Kans.

Serials as Tonic

C. Georgas, Classic Theatre, Owen Sound, Ont., reports business is improving. He has great confidence in serials, having just signed up for two Universal Chapter-plays to carry along his Summer business.

To Improve Theatre

Plans for enlarging the Gordon Theatre, Middletown, Ohio, to give it an additional seating capacity of 300 have been announced by William Gordon. Other improvements will also be made.

Book Eight Jewels

Messrs. McIlwraith and Lloyd, of the Veteran Star Theatre, Durham, Ont., claim Universal pictures are one of their best bets, having run this service for two years solid, ever since they have been in business. They have just booked eight Jewels.

Books Super-Jewel

N. Blumberg, of the Rialto Amusement Company, Racine, Wis., contracted for a week's run of "Foolish Wives" for the Rialto Theatre.

AN ACKNOWLEDGMENT—
We are indebted to Exhibitors Herald, Exhibitors Trade Review and Motion Picture News for many of the testimonials and notes of exhibitors' activities which appear in this issue of The Moving Picture Weekly.

Harding Books "Crusoe"

Samuel Harding, owner of the Liberty and Doric Theatres, Kansas City, has "initiated" what seems to be a plausible policy for maintaining theatre operation on a profitable basis during the hot months of summer. Mr. Harding has "Robinson Crusoe," a Universal serial, for his Doric theatre, which will be the first serial ever shown in that house.

Takes Advantage of Flood

With Burlington, Kans., stricken from disasters of a great flood last week, J. J. Newcomb did not discontinue to operate his Newks Theatre, but hastily effected a tie-up with the local newspaper and arranged for benefit performances for distracted citizens. The newspaper furnished the advertising, Mr. Newcomb the show.

Women Ball Players (?)

Under the supervision of "Curley" Calvert, manager of the Universal Kansas City office, a baseball club, composed of persons in all departments of the film industry in Kansas City, will be organized. Not even a restriction on sex has been made, a special invitation having been extended to all stenographers — especially good looking ones.

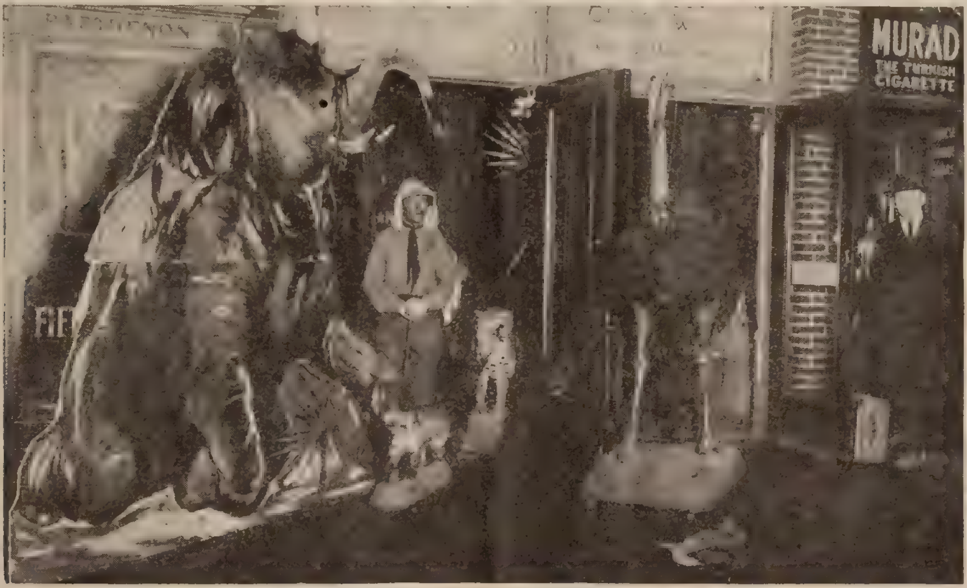
State Opens May 1

May 1 has been set for the opening of the new $125,000 State Theatre, at Nanticoke. Connolly & Quigley are the owners. Several dates had been set before this time but unforeseen delays hampered progress so that the work could not be finished as planned. The theatre sets new standards in Nanticoke for general theatrical standards.

Exhibitor Commits Suicide

George Love, owner of Love's Theatre, one of the better class of negro motion picture theatres in Kansas City, committed suicide last week. No reason for the act could be advanced by relatives of Mr. Love, his financial condition having been said to be good, while he always had enjoyed good health.

Jungle Atmosphere Effective in Advertising "With Stanley in Africa"



Manager Schaefer's Lobby for "With Stanley in Africa" at the Parthenon, Brooklyn. The Big Elephant Is Not Stuffed, But Is a Cut-out from a Twenty-four Sheet. The Man Standing Next to Him Is Genuine and Worked the Streets in the Vicinity of the Parthenon as a Ballyhoo During the Run of the Chapter-Play.

Register NOW for the $7,000 "Robinson Crusoe" Exploitation Contest.

NOW!

HERE'S a surprise package for exhibitors who have already seen the light of our big profit-sharing plan for April and May — and some live news for exhibitors who are on the edge of coming in! Here it is: Besides the long list of JEWEL FEATURES, UNIVERSAL ATTRACTIONS, CHAPTER-PLAYS and SHORT FEATURES, WE ARE INCLUDING THE SCREAMINGLY FUNNY UNIVERSAL-JEWEL COMEDIES IN WHICH LEE MORAN AND THE MARVELOUS MONKEY COMEDIAN, JOE MARTIN, WERE STARRED! Wow! You can't afford to stay out now!

LEE MORAN

THIS comedian made two big, funny comedies under the UNIVERSAL-JEWEL banner — and they are bang-up successes wherever played! Packed full of knockout situations, with a laugh for every foot of film. "ROBINSON'S TROUSSEAU," by the famous humorist, H. C. Witwer, author of the record-breaking "Leather Pushers" series, and "P. D. Q.," a howling, rollicking story, will draw patronage to your theatre like flowers draw bees in the Springtime!

JOE MARTIN

OH, boy! Here is the original funmaker! Joe Martin never claimed physical beauty—but he's certainly got a screaming sense of humor! In "A Monkey Hero," "A Monkey Movie Star" and "A Monkey Schoolmaster," his droll antics have made millions laugh—and will continue to make 'em laugh as long as they're shown on the screen! He's the favorite of a million kids—and Court Jester to their fathers and mothers! Get him — he's good!

The Bigger Our Profits, the Greater Your Share

APRIL AND MAY
Exhibitors-Universal Employees Months

Employees
UNIVERSAL EXCHANGES

Clever Stunt for Small Town

THIS letter, received by Universal from Henry H. Francisco, manager of the Terrace Theatre, Kendall, Wis., speaks for itself. It shows ingenuity—plus:

"Gentlemen:

"Do you believe that a picture can be exploited in a small town? I KNOW IT. You might pass this along to other small town exhibitors. Had 'Short Skirts' booked for Saturday—this is a small town, a Catholic town, it's Lent, one must depend on country trade at all times, especially during Lent. The sun didn't rise Saturday, it was too cloudy, and about nine o'clock it began to rain, and kept raining. A friend said 'Here's where the movie man slips gently into the hole again.' 'Not if I can help it,' and I got busy. I looked all over town for a girl with nerve enough to do the stunt, couldn't find her, so I substituted (that was luck) the hardest-boiled, most unruly boy I could find. Took him home, combed his hair, put a girl's dress on him that came about half-way between his knees and hips, decked him out with a pair of bright red bloomers (under dress of course), which hung about six inches below the bottom of the dress, pilfered one of my wife's old hats, put a big red feather in it, as I am somewhat of a cardwriter, it was not hard to make a card—'See Gladys Walton in "Short Skirts" Tonight.' Hung that on him and started him out.

"Every place people gathered there the kid was. It was probably torture for him to obey my orders, to say nothing but '"Short Skirts" Tonight,' as he is a bit inclined to be saucy. Then in the evening I took his make-up off, rounded up a couple more kids, and together with my 'Gladys' I made a band, gave them a snare drum, a bugle and a racket-rattle, had them make all the back streets as well as the main drag, and about every half-block they would stop, play a 'selection,' then all yell together: '"Short Skirts" tonight!'

"Result—well, I had a paying house. This goes to show that the old croak that says 'in the cities exploitation is all right, but it won't get by in a small town' is a bit out of date.

"Total cost of exploitation, three comps., a bit of ink, a little paper and a bawling out (the kids got it) from one of those birds you find everywhere who doesn't believe in disturbing the peace.

"HENRY H. FRANCISCO."

* * *

Visits "U" Exchange

E. M. Michalson, of the Palace Theatre, Madison, Wis., visited the local Universal Exchange recently.

Sees Business on Mend

Mr. C. Georgas, Classic Theatre, Owen Sound, Ont., reports business is improving. He has great confidence in serials, having just signed up for two Universal Chapter-plays to carry along his Summer business.

Louis Laemmle Better

Louis Laemmle, who has been confined to his home for the last three weeks with a severe attack of neuritis, has been reported as very much better and it is hoped he will be able to be back at his office this week.

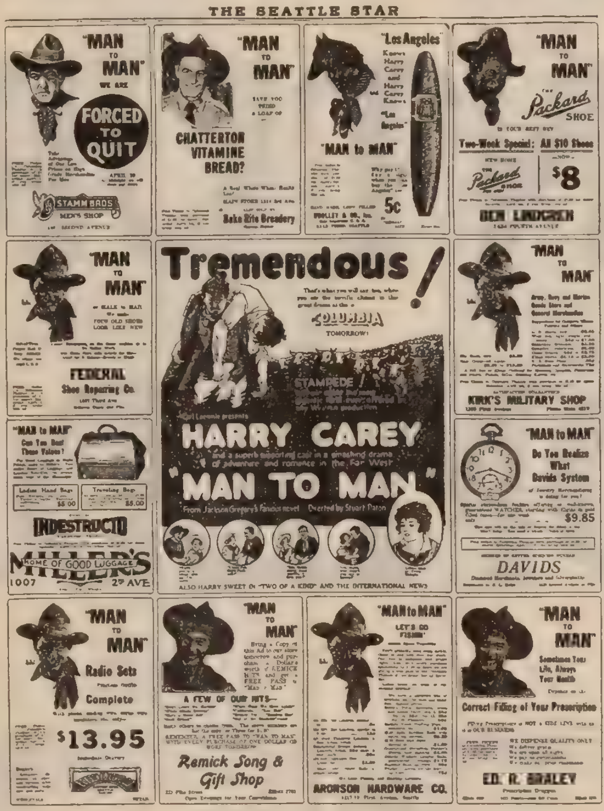
Starts Season Right

J. R. Davidson, proprietor of Wonderland, Wiarton, Canada, also philatelist of note, who had to lay off Universal Service for a short time to get caught up on some old contracts that have accumulated, will start off the new season again with "U" service.

Books International News

Steve Dorece, Star Theatre, Racine Junction, Wis., was in and contracted for the International News Reels recently.

FULL-PAGE JEWEL TIE-UP IN SEATTLE


THE SEATTLE STAR

"MAN TO MAN" FORCED TO QUIT STAMM BROS.

"MAN TO MAN" CHATTERTON VITAMINE BREAD?

"Los Angeles" "MAN to MAN" 5c

"MAN TO MAN" Packard SHOE $8 BEN LINDGREN

"MAN TO MAN" FEDERAL Shoe Repairing Co.

Tremendous! COLUMBIA TOMORROW HARRY CAREY "MAN TO MAN"

"MAN TO MAN" KIRK'S MILITARY SHOP

"MAN to MAN" INDESTRUCTO MILLER'S HOME OF GOOD LUGGAGE 1007 2nd AVE.

"MAN to MAN" $9.85 DAVIDS

"MAN TO MAN" Radio Sets Complete $13.95

"MAN TO MAN" Remick Song & Gift Shop

"MAN to MAN" ARONSON HARDWARE CO.

"MAN TO MAN" ED. R. BRALEY

Manager William Cutts, of the Columbia Theatre, Seattle, Put Over This Effective Full-Page Tie-Up in the Seattle Star for Harry Carey's Current Universal-Jewel "Man to Man."

Pictures to Be Shown

Keith vaudeville has been replaced by stock and pictures at the Bijou, Chattanooga, Tenn. Stock has also gone into the Imperial, Augusta.

Runs Universal Service

O. Larson, Owl Theatre, Pewaukee, Wis., visited the Milwaukee Universal Exchange last week. Mr. Larson runs Universal service.

Jacobs Promoted

Louis Jacobs, formerly with New York's Universal Exchange, and more recently manager of Universal's Vancouver Exchange, has been rewarded for his excellent work by his appointment as one of the staff of "Foolish Wives" special sales force and has been spending several days with Ralph Proctor preparing himself for work on this big picture in the St. Louis district. Mr. Proctor reports that "Foolish Wives" will open at the Pantheon, Senate and Tivoli for a week's run on April 16th and will be seen the following week in thirty Chicago theatres and the week after that in thirty-four. This feature has now been booked into practically all key cities in the territory, and indications are that its booking record will be phenomenal.

"Baby Peggy Almost

A CENTURY a week! Each and every one maintaining the high standard of QUALITY that makes them the favored BEST BETS of FIRST RUN HOUSES from coast to coast! Two reels in length, but with all the punch and drawing power of the average feature!

52 Knockouts a Year!

The Best One-a-Week Comedies Produced.

CENTURY COMEDIES

BROWNIE

"Sic 'Em Brownie"
"Table Steaks"
"Cheerful Credit"
"Mutts"

HARRY SWEET

"No Brains"
"Shipwrecked Among Animals"
"Horse Sense"
"A One Horse Town"

LEE MORAN

"The Rubberneck"
"The Straphanger"
"The Touchdown"
"Upper and Lower"

too Good to be True!”

Says New York Tribune

Cash in on this marvelous child star now!

Swell your box-office receipts with these latest releases of the most popular baby star in the business!

“GET-RICH-QUICK-PEGGY”
“LITTLE MISS MISCHIEF”
“THE LITTLE RASCAL”
“PEGGY BE GOOD”

RELEASED THRU UNIVERSAL

Two New Series of Dramas

Universal Outlines Specials For Sixteen Weeks for Reginald Denny and Tom Santschi

ANNOUNCEMENT was made at the Universal offices this week of a departure from the usual two-reel Western release which the company has been offering for the last year. The two-reel Western brand has been definitely established as a widely used release and exhibitors are now demanding definite stars and a definite number of pictures which they can depend upon.

For that reason it has been decided to release Tom Santschi in eight two-reel Western pictures and Reginald Denny in another series. In neither case is any attempt going to be made to make the stories of a series character, such as the Cyclone Smith series or the Leather Pushers series. A wide diversity of subjects and stories will be developed for both stars, although all of them will be Western in character.

Tom Santschi has been placed under the direction of Robert North Bradbury, whose reputation for pictures of a strong dramatic character has been well established.

Reginald Denny could never have been so advantageously introduced to exhibitors as through the tremendously popular "Leather Pushers" series, of which he has completed six. These pictures are the sensation of the short subject market at the present time and have created a demand for Denny which Universal will supply through another series of eight Northwest pictures, in most of which Denny will play a trooper in the Northwest Mounted Police. This series will be under the direction of Nat Ross, who has been thoroughly prepared to handle the directorial megaphone by acting as assistant director to King Baggot, Jack Ford and other exceptionally successful directors.

The new regime will start on Saturday, May 20th, when Tom Santschi's first release, "A Guilty Cause," will be offered. This picture is already in the exchanges, so that exhibitors will be able to size up the series from the first release. It is planned to alternate the Denny and Santschi pictures. The first Denny picture will be released on May 27th, and is nearly completed at Universal City under the working title of "The Outlaw."

* * * *

Strong Prevost Cast

THE favorites of comedy drama fans are gathered at Universal City in support of Marie Prevost in "Her Night of Nights," a universalization of a story by C. S. Montayne, directed by Hobart Henley. Each player in the picture is known for portrayals of a comedy nature.

Included in the cast are Edward Hearne, Hallam Cooley, Betty Francisco, Charles Arling, Jane Starr, George B. Williams, William Robert Daly and Richard Daniels, and other popular screen favorites.

Doris Schroeder prepared the scenario. The story provides Miss Prevost with a vehicle particularly suited to her talented versatility.

Gibson a Hero of the Ozarks

HOOT GIBSON'S next effort at Universal City will be in a story of those quaint mountain folk in the Ozarks, about whom so many novels have been written by Harold Bell Wright and other famous authors of the day.

The title is "Trimmed and Burning," taken from an old Biblical parable, and it was written by Hapsburg Liebe. Wallace Clifton has prepared the scenario. Director and cast have not yet been announced.

Walton Film Cast

ANOTHER interesting cast has been engaged by Universal for Gladys Walton's forthcoming starring vehicle, "The Trouper," a sparkling comedy-drama tale of stage life concerning a wardrobe slavey.

Jack Perrin, popular leading man and the star of the Universal series of "Bob of the U. S. N.," will play opposite the star. Other well-known members of the cast are Thomas Holding, Kathleen O'Connor, Roscoe Karns, Tom D. Guise, Mary True, Mary Philbin and Florence D. Lee.

Harry Harris, who has directed Miss Walton in several previous successes, will direct "The Trouper." A. P. Younger wrote the story.

* * * * * * * *

Splendid Sets Built at California Studios

A SPECIAL Algerian street set of many buildings was built at Universal City for Priscilla Dean's Universal-Jewel starring vehicle, "Under Two Flags," directed by Tod Browning, who made "Outside the Law."

An Indian village and a frontier post were constructed on the ranch of Edgar Rice Burroughs ten miles north of Universal City for the historical chapter-play, "In the Days of Buffalo Bill," starring Art Acord and directed by Edward Laemmle. The unit previously built an entire city at Manix, California, for desert railroad scenes.

For "The Adventures of Robinson Crusoe" and "With Stanley in Africa," special sets are built "by the dozen."

APRIL AND MAY Exhibitors-Universal Employees Months

Universal City Has Three Fun Units

THREE comedy units are hitting the bell at a rapid rate at Universal City, making fun films that mark a departure from the obvious form of slapstick humor so common in short-reel fun films.

Craig Hutchinson and Allen Curtis are alternating in direction of Roy Atwell and Ethel Ritchie, co-stars in domestic situation comedies. Separate casts are alternated weekly, making two units in production.

William H. Watson's megaphone is behind the action of Neely Edwards, whose recent characterization in William D. Taylor's last production, "The Green Temptation," was marked by the critics as an unusual piece of work.

Coming Soon

Carl Laemmle's presentation of

LON CHANEY

in a great UNIVERSAL-JEWEL PRODUCTION

"The HEART of a WOLF"

CARL LAEMMLE
presents

Foolish Wives

by and with
Von Stroheim

In Los Angeles-

"IN THE fifth week. The attendance has builded from the first week. The advertising has been the average amount. Since the first week the picture has carried itself. It has proven a big money-maker. This picture has run a record all through this territory."

—MISSION THEATRE.

UNIVERSAL
SUPER
JEWEL

THE MOVING PICTURE WEEKLY
VOL.15 MAY 6, 1922 NO.12

REGINALD DENNY
IN
UNIVERSAL
NORTH WEST
MOUNTED POLICE
DRAMAS

"1500 seats filled in 10 minutes!"

Says STRAND THEATRE
Madison, Wis.

"THE OPENING chapter played to the biggest crowd ever attending a Madison theatre," says Mr. A. P. Desormeaux, manager of the Strand. "They came so fast Saturday our 1,500 seating capacity was filled 10 minutes after the house opened. We had to run a second show to please the crowd, waiting outside—900 people!" That's what this marvelous play is doing everywhere! It will do the same for you—get in touch NOW with your nearest Universal Exchange!

CARL LAEMMLE offers

"The Adventures of ROBINSON CRUSOE"

Starring

HARRY MYERS

and a supporting cast including

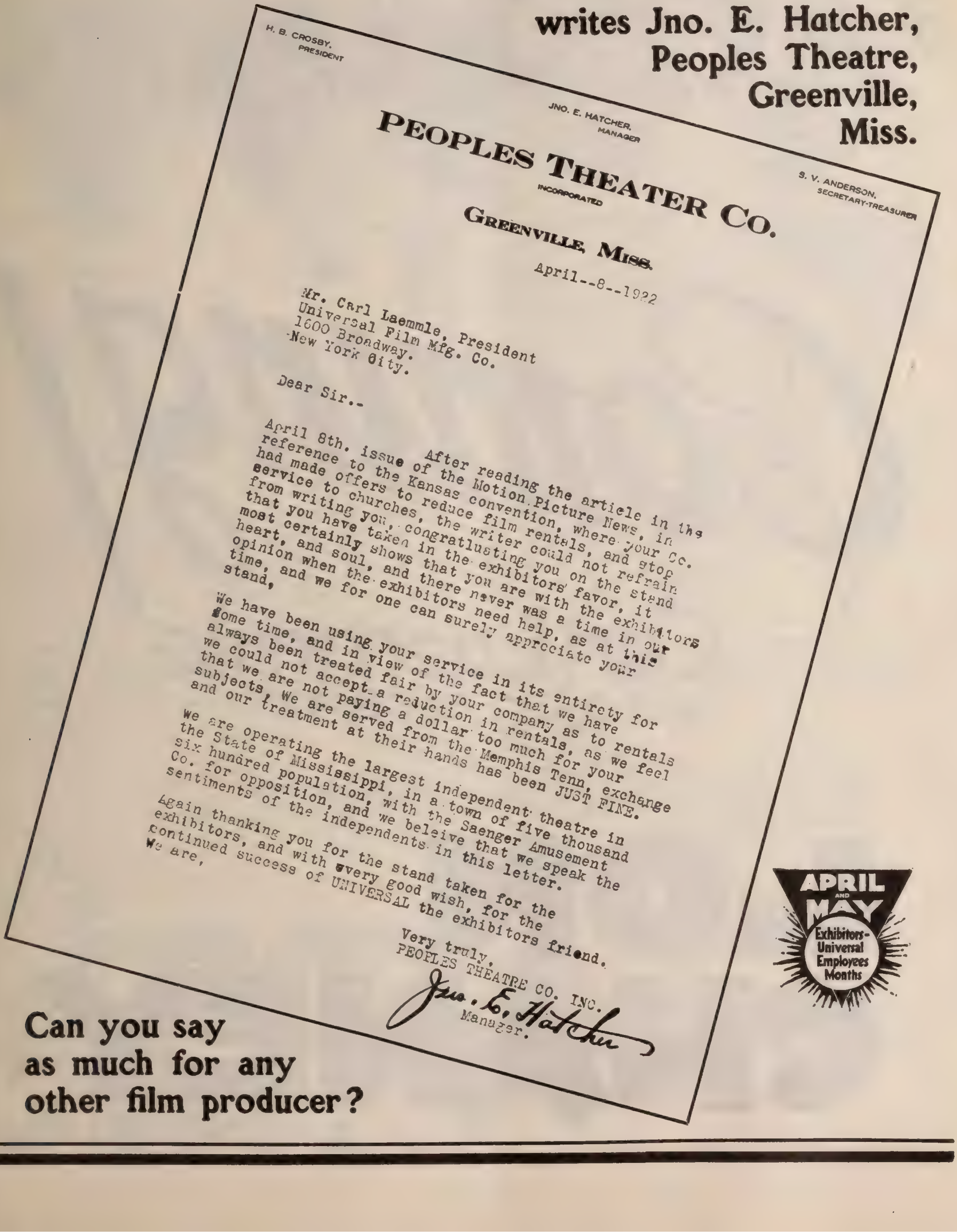
NOBLE JOHNSON, Josef Swickard, Gertrude Olmstead, Percy Pembroke, Spottiswoode Aitken, Gertrude Claire, and others.

Directed by ROBERT HILL

Universal's greatest chapter-play

"You are With the Exhibitor, Heart and Soul"

writes Jno. E. Hatcher,
Peoples Theatre,
Greenville,
Miss.



H. B. CROSBY,
PRESIDENT

JNO. E. HATCHER,
MANAGER

S. V. ANDERSON,
SECRETARY-TREASURER

PEOPLES THEATER CO.
INCORPORATED
GREENVILLE, MISS.

April--8--1922

Mr. Carl Laemmle, President
Universal Film Mfg. Co.
1600 Broadway.
New York City.

Dear Sir.-

After reading the article in the April 8th. issue of the Motion Picture News, in reference to the Kansas convention, where your Co. had made offers to reduce film rentals, and stop service to churches, the writer could not refrain from writing you, congratlusting you on the stand that you have taken in the exhibitors' favor, it most certainly shows that you are with the exhibitors heart, and soul, and there never was a time in our opinion when the exhibitors need help, as at this time, and we for one can surely appreciate your stand,

We have been using your service in its entirety for some time, and in view of the fact that we have always been treated fair by your company as to rentals we could not accept a reduction in rentals, as we feel that we are not paying a dollar too much for your subjects. We are served from the Memphis Tenn, exchange and our treatment at their hands has been JUST FINE.

We are operating the largest independent theatre in the State of Mississippi, in a town of five thousand six hundred population, with the Saenger Amusement Co. for opposition, and we beleive that we speak the sentiments of the independents in this letter.

Again thanking you for the stand taken for the exhibitors, and with every good wish, for the continued success of UNIVERSAL the exhibitors friend. We are,

Very truly,
PEOPLES THEATRE CO. INC.
Jno. E. Hatcher
Manager.

APRIL AND MAY
Exhibitors-Universal Employees Months

Can you say as much for any other film producer?

Frown with him! Fight with him! Think with him! Smile with him! Plot with him!

Coming!

Carl Laemmle
will soon present

"The man of a thousand faces"

LON CHANEY in

A SMASHING

Love with him!

Weep with him!

HERE IS the big picture of the season! It's a smashing story of romance and thrill in the Great Northwest, featuring the greatest character actor on the screen today! It is different from anything you've ever played in your theatre—yet it has everything that a box-office knockout must have — thrills, punch, love and romance, plus action and acting of the sort your audience will eat up! Watch for the release date, and don't let anything keep you from booking this superb picture!

A Big Special Cast!

IRENE RICH
ALAN HALE
DAGMAR GODOWSKY
STANLEY GOETHALS
SPOTTISWOODE AITKEN
FRANK CAMPEAU

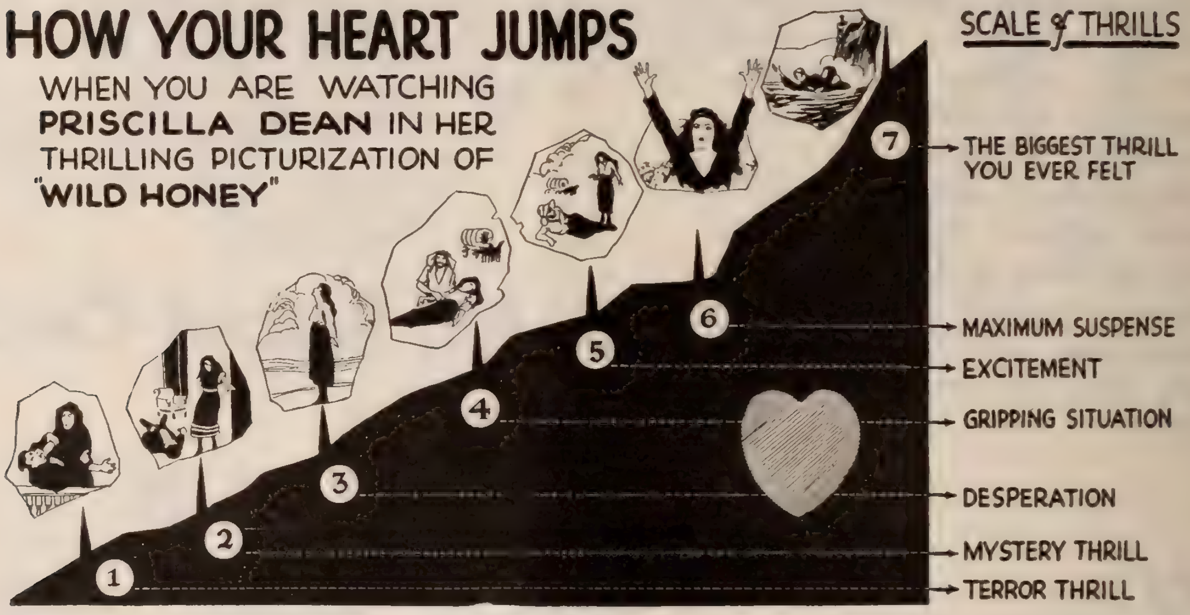
The TRAP"

UNIVERSAL-JEWEL

"Wonde

—And, man, how

The Thrill-o-graf!



HOW YOUR HEART JUMPS

WHEN YOU ARE WATCHING **PRISCILLA DEAN** IN HER THRILLING PICTURIZATION OF **"WILD HONEY"**

CARL LAEMMLE offers

PRISCILLA DEAN

A stupendous picturization of Cynthia Stockley's

rful!

” Says C.H.HILL
Majestic Theatre
Alva, Oklahoma.

ou can exploit this picture!

THE THRILL-O-GRAF shown here is an example of the scores of novel exploitation stunts worked out by Universal to help the exhibitor put across his picture. Universal service does not end with the sale of a picture to you. That is where it really starts. “Get behind the exhibitor and help him CASH IN BIG,” is the command of Carl Laemmle to every one in the Universal organization. The THRILL-O-GRAF is effective either for your lobby or for a throwaway. It can be drawn by an artist on canvas, the larger the more effective. The heart should be of transparent red material with an intermittent light behind for the throbbing effect. If you want to use it for a throwaway or a post-card, have your engraver make a line-cut of it just the way it stands. For the scenes on the THRILL-O-GRAF, use in consecutive order the stills No. (3690) 7, 17, 57, 31, 32, 2A and 1A. Every Universal Campaign Book is crammed full of similar ideas — and each is worked out with the limitations of the average exhibitor’s expense account in mind. They are workable at a cost you can easily afford.

“WILD HONEY” is a regular Priscilla Dean knockout — and you know what that means—thrills that lift patrons off their seats, that send them away boosting the picture to friends and neighbors. It’s cleaning up everywhere, so beat your competitors to it, and then step on the gas hard!

A UNIVERSAL-JEWEL

n “WILD HONEY”

orld-famous novel--Directed by Wesley Ruggles

"This Is An Exc

"MAN TO MAN" filled Mr. Avers' house for him, and his patrons liked it—liked it so well they told him about it. That's the kind of a picture you need in your theatre—one that will give your audience its money's worth of thrill, adventure, and romance, the things they come into a theatre to see—and one that gives your show mouth-to-mouth advertising!

CARL
LAEMMLE
Presents

HARRY CAREY in

THRILLS!
ACTION!

Directed by
STUART PATON

APRIL AND MAY
Exhibitors-Universal Employees Months

from
Jackson Gregory's
world famous novel

ellent Western”

Says F. G. Avers,
Home Theatre,
Portage, Wis.

ROMANCE!
DRAMA!

CRITICS of the press, trade, and exhibitors everywhere have hailed this great Western production as the best picture Carey ever made. It will bring the crowds to your box-office because it's the kind of picture people expect and want to see in a great Western. GET IN TOUCH WITH YOUR UNIVERSAL EXCHANGE TODAY! Don't wait!

“MAN TO MAN”

A UNIVERSAL-JEWEL

Go After the Big “Crusoe” Prize Money. Send Your Name In Today, NOW.

About Once in 10 Years

No. 279.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

ABOUT once in a decade, all the picture studios of the world combined produce a star of distinctive type who stands out above all the others in his or her particular class.

There's a lot of money in such a star for exhibitors. That is the sort of star that warrants heavy featuring, advertising beyond the ordinary and repeated exploitation.

I'm thinking of Baby Peggy.

I'm hard-boiled when it comes to pictures, but I can't look at that tiny little comedienne without laughing and crying at the same time. Her squinty little eyes, pudgy little nose, her fat and sassy cheeks and her butter-ball hands somehow go right straight to my heart!

This baby star of the Century Comedies is capturing the whole world. She is actually outdrawing and outplaying any older star with whom she happens to show on the same program. Her pictures are only two reels in length, but they are proving to be a bigger feature than the five- or six-reelers.

Here is the sort of stuff which people talk about after they return home from the theatre. They compare Baby Peggy with their own babies, or with some of their sons and daughters when they were mere babies. They laugh reminiscently over her antics, but even while they are laughing there is a certain lump in the throat.

It may sound frightfully commercial to say it, gentlemen, but when you can get a show which combines both the LAUGH AND THE TEAR, you've got the best show on earth! And I don't know who can give you this combination better than Baby Peggy.

Those of you who have been in the business a decade will remember the famous "Thanhouser Kid"! How the exhibitors did clean up with her pictures! How they have longed for another such attraction!

Well, here she is! If you have never shown a Baby Peggy Century Comedy, for the love of fun, book up every one of them THIS MINUTE!

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION-PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor.
(*Copyright*, 1922, *Universal Film Mfg. Co. All Rights Reserved.*)
Vol. 15 MAY 6, 1922 No. 12

"Mr. Carl Laemmle"

A Tribute to the President of Universal from Martin J. Quigley, Editor of the Exhibitors Herald

WITH the recent completion of his sixteenth year in the motion picture business it may be properly remarked that the career of Mr. Carl Laemmle, president of the Universal Film Manufacturing Company, affords excellent grounds for thoughtful contemplation by young men in the industry.

There are those who are quick to credit the commercial progress of Mr. Laemmle since the time, sixteen years back, when he opened a store-front show on Milwaukee Avenue in Chicago to the great opportunities of an industry which developed in rapid strides. These persons seek to explain Mr. Laemmle's present position more by the fortunate selection of the motion picture business as a field for his life's work than by the industry, vision and intelligence which are usually held accountable for signal success in any line of work.

ONE needs to consider but briefly the career of Mr. Laemmle to be convinced it is a record of great enterprise, unrelenting industry and a very high order of ability, initiative, perseverance and integrity.

Initially, Mr. Laemmle, from his limited experience in the modest show hall in Chicago, foresaw as an approaching reality a great, new industry and this at a time when the then captains of finance and commerce not only did not share in the vision, but they could not even be made to listen to such a forecast. Mr. Laemmle's association with the motion picture producing and distributing business did not come as an accident; on the contrary, against obstacles that would have discouraged a less enterprising and courageous character he set out on a determined plan to make a place for himself in the industry which was just dawning.

FOR six years Mr. Laemmle struggled against the organized monopoly of the day, gradually getting a firmer hold in the business by the establishment of exchanges at various points in the Middle West. On May 1, 1912, the Universal Company was started and it immediately plunged into the contest to make independent operation possible in this business. The contribution of Mr. Laemmle, personally, and of the Universal Company in this contest, were very great and should not be forgotten by those who came later into the industry and found that independence had been fought for and won.

Mr. Laemmle, firstly, must be credited with the vision that caused him to tie his fortunes to the infant motion picture business and, secondly, with the ability not only to make good in the industry but the ability to keep his company from the very start among the leading companies of the business throughout the world. Hence, the success, upon which he is to be complimented on the sixteenth anniversary of his entrance into the business, has come as a logical and well-merited reward.—(*By courtesy of the Exhibitors' Herald.*)

APRIL AND MAY
Exhibitors-Universal Employees Months

Have You Entered Universal's $7,000 "Robinson Crusoe" Contest Yet?

Coming Universal-Jewels

To be presented by
Carl Laemmle

PRISCILLA DEAN

IN A MAGNIFICENT PICTURIZATION OF OUIDA'S WORLD-FAMOUS NOVEL, WITH A SUPERB CAST HEADED BY JAS. KIRKWOOD DIRECTED BY TOD BROWNING

"UNDER TWO FLAGS"

A NEW ONE *by* VON STROHEIM

HOUSE PETERS
AND AN ALL STAR CAST
IN

HUMAN HEARTS

HAL REID'S FAMOUS STAGE PLAY MADE INTO A SUPERB DRAMA BY KING BAGGOT. CAST INCLUDES EDITH HALLOR, RUSSELL SIMPSON, GEORGE HACKATHORNE, MARY PHILBIN, GERTRUDE CLAIRE AND OTHERS

AN ALL STAR CAST
FEATURING
HOUSE PETERS
IN

THE STORM

FROM GEORGE BROADHURST'S PRODUCTION OF LANGDON McCORMICK'S BROADWAY SENSATION. CAST INCLUDES MATT MOORE, VIRGINIA VALLI, AND JOSEF SWICKARD.
DIRECTED BY REGINALD BARKER

"Trimmed in Scarlet" Bought for Dean

Maxine Elliot Stage Vehicle to Serve Miss Dean as Universal-Jewel---Director to be Announced Later

UNIVERSAL has brought a big new vehicle for Priscilla Dean, it has just been announced. "Trimmed In Scarlet," a thrilling stage play of several years ago, has been acquired by John C. Brownell, Universal scenario chief, and will be put into continuity form so that Miss Dean can use it for a screen drama as soon as she has completed her present picture, "Under Two Flags."

"Trimmed in Scarlet" is from the pen of William Hurlbut, author of "Lillies of the Field," a recent Broadway success, and of "The Strange Woman," an Elsie Ferguson stage vehicle of several years ago. "Trimmed In Scarlet" first was produced in England in 1919, where it played in the Cort and in the Globe Theatres for long runs. It was produced in America in 1920 in the Maxine Elliot Theatre, with Miss Elliot in the star rôle. Sydney Blackmer, recently noted as "The Mountain Man," had his first stage success in one of the leading roles in "Trimmed In Scarlet."

Universal is said to have paid a good stiff price to Joseph E. Shea, owner of the picture rights to "Trimmed In Scarlet." Neither Shea, nor his agent, Minnie E. Webster, will discuss the exact figures. In accounting for the reported price, Mr. Brownell explained that Universal was determined at all costs to gain possession of the play for screen purposes, because of the excellent characterization it affords Miss Dean.

It is the story of a whimsical, reckless girl, of an old New York family, forced to marry a man she hates. She elopes to Europe with another and younger man, and in the years of high living on the continent, forgets her baby boy. How she finally comes back to America to find her son embroiled in a complicated situation because he is fighting for her good name, leads up to one of the strongest and most emotional sequences of scenes ever made for the screen, so it is said.

Miss Dean will be called upon to play three distinct characterizations in this picture—the tempestuous young girl before she is sold by her family into unwelcome matrimony—the care-free adventuress of Europe's capitals, and finally the reawakened mother, fighting for her son and struggling to regrasp the frayed ends of her early life.

The picture will end with a punch that is promised to be a distinct novelty for a Dean picture. Heretofore, Miss Dean has usually taken a stirring part in big outdoor thrills, such as the fight in "Outside the Law," the log jam in "Conflict," and the flood scene in "Wild Honey." In "Trimmed In Scarlet" the action is said to be so forceful and the dramatic climax so strong, it carries its own thrill. Added to this will be Miss Dean's greatest ability—emotional acting of a kind that has almost no equal on the screen.

It is expected that "Trimmed In Scarlet" will be completed in time for release at or soon after the beginning of the 1922-1923 season. Universal production officials now are conferring over a director for the picture. It is likely that either Tod Browning or Stuart Paton will direct the making of the picture. Both have had great success in directing pictures for Miss Dean, the former having made such successes as "The Virgin of Stamboul," and "Outside the Law." He is now making "Under Two Flags." The latter handled the megaphone for "Reputation" and "Conflict." Another possibility is Wesley Ruggles, who directed "Wild Honey," Miss Dean's current success, which is proving to be the dynamic star's most successful box-office attraction.

APRIL AND MAY
Exhibitors-Universal Employees Months

Famous Villain in "Under Two Flags"

STUART HOLMES has been added to the cast of the Universal-Jewel production "Under Two Flags," starring Priscilla Dean.

He will share "heavy" honors with John Davidson, whose last characterization in a Universal-Jewel picture, "No Woman Knows," marked him as an artist supreme. Holmes' performances in pictures of the calibre of "The Four Horsemen" have stamped him as a leader in characters and heavies, and "Under Two Flags" provides him with a remarkable opportunity for excellent work.

Other prominent players supporting Miss Dean are James Kirkwood, star in his own right; John Davidson, Ethel Grey Terry, Burton Law, Sydney Franklin, Fred Cavens, W. H. Bainbridge and Bobby Mack. Elliott Clawson and E. T. Lowe, Jr., adapted Ouida's epic for Universal.

Magnificent sets have been constructed at Universal City to add colorful and authentic atmosphere to the production.

Brazilian Exploitation

Effective Display of Malhiero's Theatre, Rio Branco, Brazil, for "The Flaming Disk."

"Black Bag" Done at Universal City

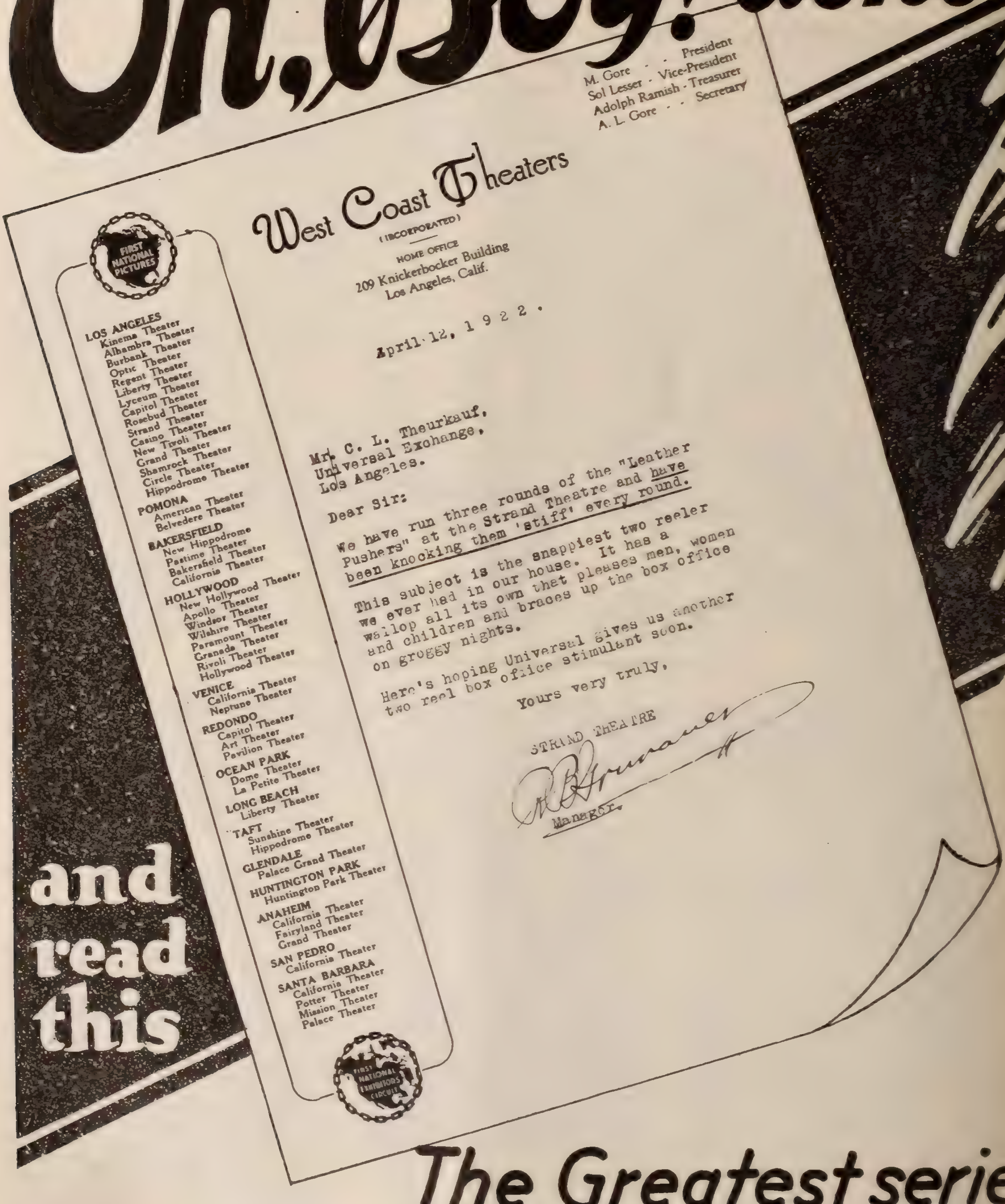
"THE BLACK BAG" has been completed at Universal City. It is one of Louis Joseph Vance's most famous mystery novels, produced as a Universal Attraction starring Herbert Rawlinson. Stuart Paton directed it.

The lure of a beautiful woman always plays its part in mystery stories, whether fiction or of real life. Portraying the disturbing feminine figure in this is Virginia Valli, one of the screen's real beauties. It is her third consecutive engagement with Universal, the first two being with Frank Mayo in "Tracked to Earth" and with House Peters in "The Storm."

Others in the cast are Bert Roach, Jack O'Brien, Charles L. King, Clara Beyers, Herbert Fortier, Lou Short, Dick Sutherland and William DeVaull.

Rawlinson's last picture was "The Man Under Cover," Louis Victor Eytinge's story, directed by Tod Browning, which is making a host of new Rawlinson "fans" throughout the United States.

"Oh, Boy! don't



M. Gore - - President
Sol Lesser - Vice-President
Adolph Ramish - Treasurer
A. L. Gore - - Secretary

West Coast Theaters
(INCORPORATED)
HOME OFFICE
209 Knickerbocker Building
Los Angeles, Calif.

FIRST NATIONAL PICTURES

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Kinema Theater
Alhambra Theater
Burbank Theater
Optic Theater
Regent Theater
Liberty Theater
Lyceum Theater
Capitol Theater
Rosebud Theater
Strand Theater
Casino Theater
New Tivoli Theater
Grand Theater
Shamrock Theater
Circle Theater
Hippodrome Theater

POMONA
American Theater
Belvedere Theater

BAKERSFIELD
New Hippodrome
Pastime Theater
Bakersfield Theater
California Theater

HOLLYWOOD
New Hollywood Theater
Apollo Theater
Windsor Theater
Wilshire Theater
Paramount Theater
Granada Theater
Rivoli Theater
Hollywood Theater

VENICE
California Theater
Neptune Theater

REDONDO
Capitol Theater
Art Theater
Pavilion Theater

OCEAN PARK
Dome Theater
La Petite Theater

LONG BEACH
Liberty Theater

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GLENDALE
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HUNTINGTON PARK
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ANAHEIM
California Theater
Fairyland Theater
Grand Theater

SAN PEDRO
California Theater

SANTA BARBARA
California Theater
Potter Theater
Mission Theater
Palace Theater

FIRST NATIONAL EXHIBITORS CIRCUIT

April 12, 1922.

Mr. C. L. Theurkauf,
Universal Exchange,
Los Angeles.

Dear Sir:

We have run three rounds of the "Leather Pushers" at the Strand Theatre and have been knocking them 'stiff' every round.

This subject is the snappiest two reeler we ever had in our house. It has a wallop all its own that pleases men, women and children and braces up the box office on groggy nights.

Here's hoping Universal gives us another two reel box office stimulant soon.

Yours very truly,

STRAND THEATRE

Manager.

and
read
this

The Greatest serie

let anything keep you" from seeing Round 5!

says
EXHIBITORS HERALD

YOUR patrons will be just as enthusiastic about this series of prize ring romances as the Exhibitors Herald! "It has a wallop all its own that pleases men, women and children," says the manager of the Los Angeles Strand — and that's the keynote of the whole series! There's stuff for both men and women — and that's the kind of stuff your house wants! Book them today, and line up with the hundreds of first-run houses that are cleaning up with this box-office ace!

CARL LAEMMLE *offers*

REGINALD DENNY

The LEATHER PUSHERS

APRIL
AND
MAY
Exhibitors-Universal Employees Months

Directed by HARRY POLLARD *from the famous Collier's stories by* H.C.WITWER

UNIVERSAL JEWEL COLLIER'S SERIES

f two reel features ever made!

“Some Picture!”

---says John Arnold, Washington Theatre,
Sherman, Texas.

MR. ARNOLD’S opinion of this great story of love and sacrifice is upheld in the hundreds of wires and letters that have poured in from exhibitors all over the land! “No Woman Knows” is a sure-fire box-office success! Book it today!

“DREW TO CAPACITY”—
Julius Lamm, SHAKESPEARE,
Chicago, Ill.

“CREATED HISTORY HERE”—
Gus Kerosates, NEW STRAND,
Springfield, Ill.

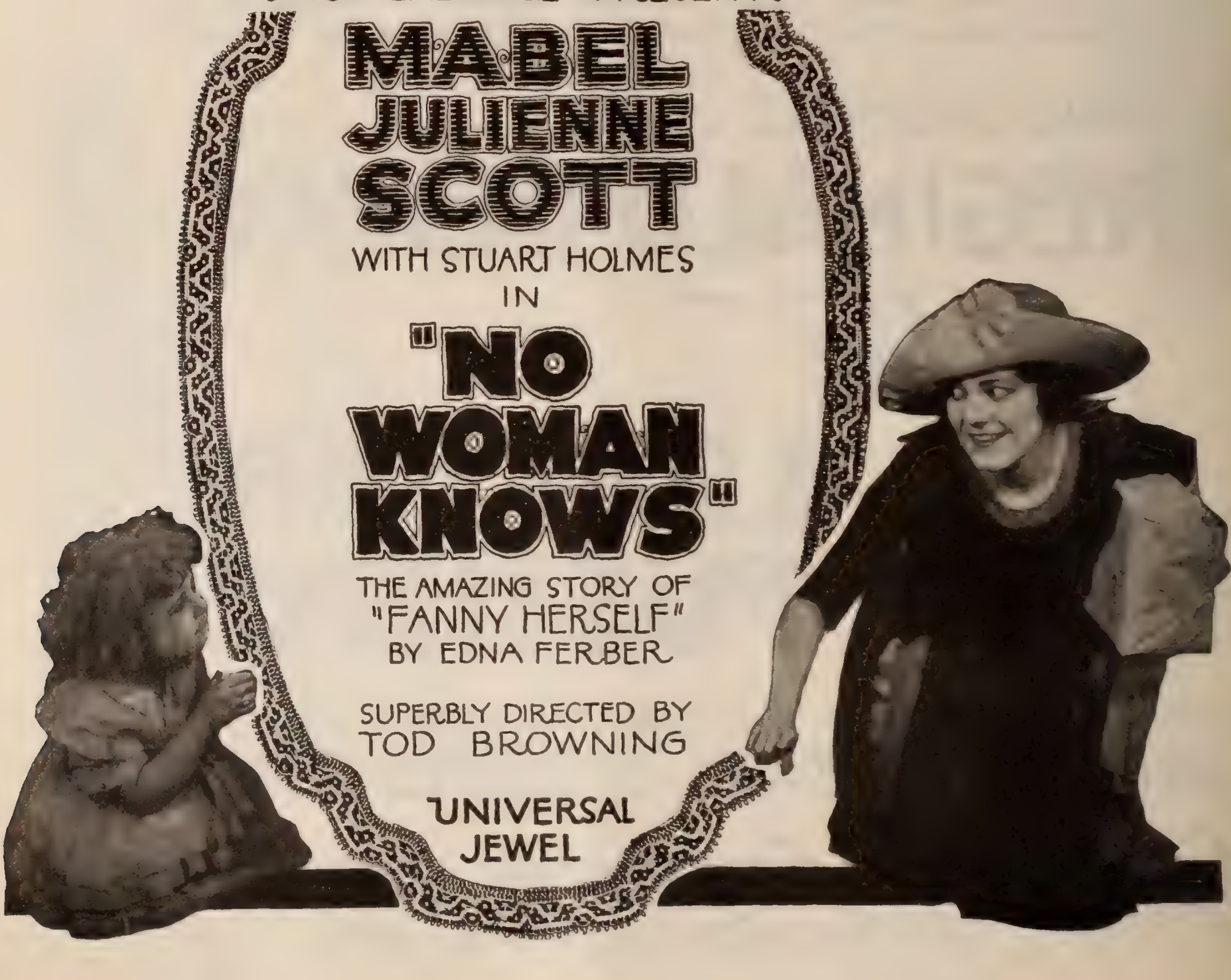
“PATRONS WERE DELIGHTED”—
A. Ruttenberg, NEW HOME,
Detroit, Mich.

“SO GOOD, HELD SECOND WEEK”—
Sam Harding, DORIC THEATRE,
Kansas City.

“GAVE GENUINE DELIGHT”—
William Noble, CRITERION,
Oklahoma City, Okla.

“A TRUE-TO-LIFE PICTURE”—
Chas. Blaine, MORGAN,
Henrietta, Okla.

CARL LAEMMLE PRESENTS



MABEL JULIENNE SCOTT

WITH STUART HOLMES

IN

“NO WOMAN KNOWS”

THE AMAZING STORY OF
“FANNY HERSELF”
BY EDNA FERBER

SUPERBLY DIRECTED BY
TOD BROWNING

UNIVERSAL
JEWEL

Four More Win Crusoe Prizes!

Al Hamilton, Manager of Palace Theatre, South Norwalk, Conn., Won One of This Week's $50 Prizes by His Excellent Exploitation of "Robinson Crusoe." One of His Stunts, a Rolling Raft Display, Is Illustrated Here.

THE second week of Universal's sensational $7,000 Exploitation Contest on "Robinson Crusoe" has closed and disclosed its lucky quartet of winning showmen. They are: Al. Hamilton, Palace Theatre, South Norwalk, Conn.; J. S. Woodhouse, United Theatre, Alhambra, Calif.; A. T. Simmons, Dome Theatre, Akron, Ohio, and Max Marcus, United States Theatre, Cleveland, Ohio. Full description of their prize-winning stunts will be found below and on pages 26 and 27. To these fortunate and enterprising showmen, Universal extends congratulations.

IT was only after long discussion on the part of the judges — Fred S. McConnell, Universal Serial Manager; Paul Gulick, Director of Publicity, and Paul E. Perez, Managing Editor of the Moving Picture Weekly — that the four showmen named above were awarded prizes. The many excellent ideas submitted by other managers made a decision difficult, and the judges hope those exhibitors not lucky enough to win a prize this week will be spurred to further efforts and have more success in obtaining some of the later awards.

THESE EXHIBITORS WIN $50 APIECE THIS WEEK

Al. Hamilton, Palace, South Norwalk, Conn.

J. S. Woodhouse, United, Alhambra, Calif.

Max Marcus, United States, Cleveland, Ohio.

A. T. Simmons, Dome, Akron, Ohio.

LAST WEEK'S WINNERS

O. L. Meister, Whitehouse, Milwaukee, Wis.

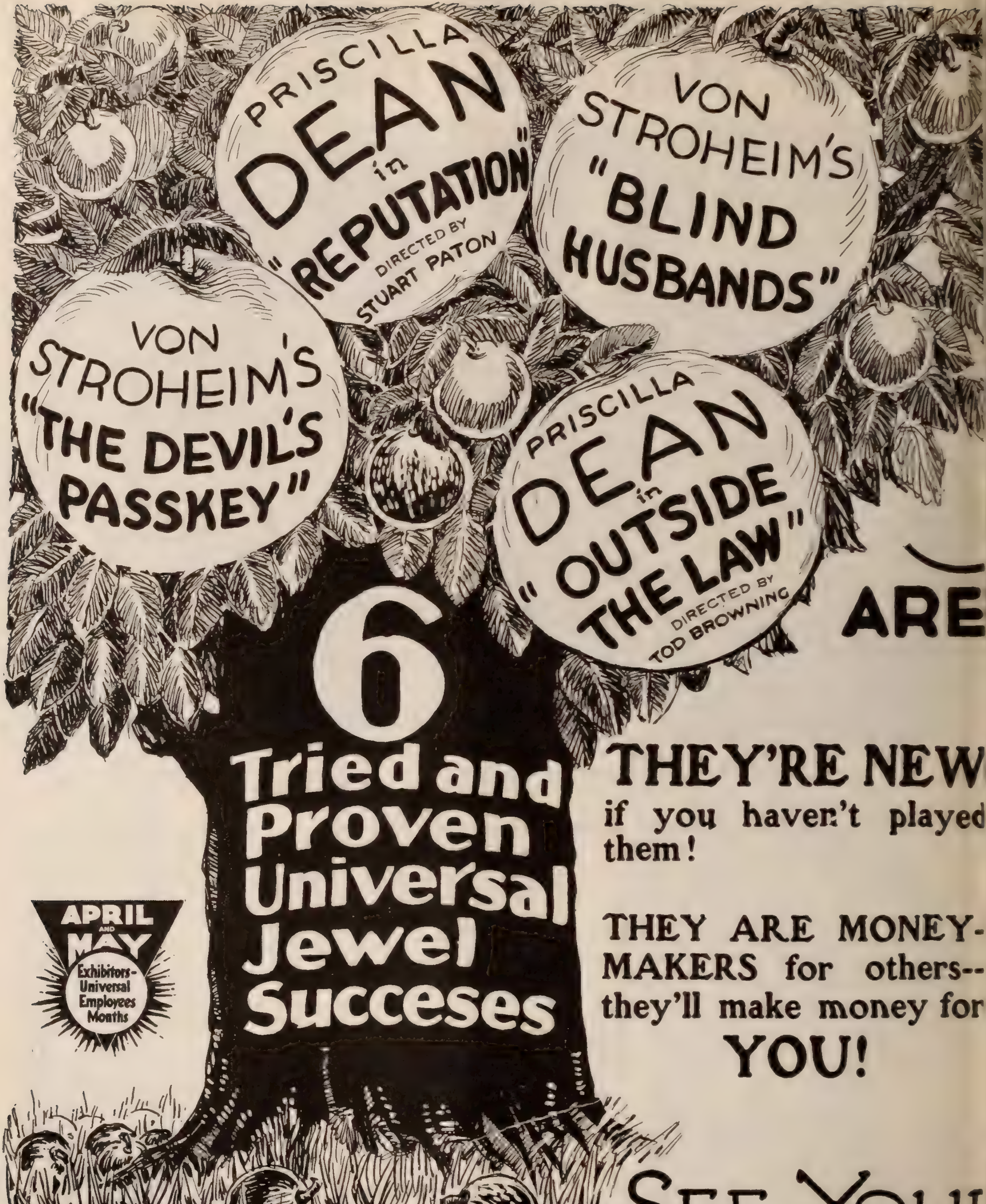
F. K. M. Plessner, Susquehanna, Philadelphia, Pa.

A. P. Desormeaux, Strand, Madison, Wis.

H. Holland, Bishop, Bishop, Calif.

Next week we shall show the four prize-winning stunts used during the week of April 16 to April 22. It is not too late to enter this $7,000 Contest. The only rules are that the stunt shall be described in detail and illustrated with photographs, if possible.

AL. HAMILTON, Manager of the Palace Theatre, South Norwalk, Conn., used several suggestions from the "Robinson Crusoe" Campaign Book to good advantage; in several instances improving the original idea by his own ingenuity and showmanship. Mr. Hamilton's letter is reproduced, in part, as it affords an excellent example of how this exhibitor used his knowledge of human nature to advantage: (*Continued on Page* 26)


PRISCILLA DEAN in "REPUTATION" DIRECTED BY STUART PATON
VON STROHEIM'S "BLIND HUSBANDS"
VON STROHEIM'S "THE DEVIL'S PASSKEY"
PRISCILLA DEAN in "OUTSIDE THE LAW" DIRECTED BY TOD BROWNING
6 Tried and Proven Universal Jewel Succeses
APRIL AND MAY Exhibitors-Universal Employees Months

ARE

THEY'RE NEW

if you haven't played them!

THEY ARE MONEY-MAKERS for others--they'll make money for

YOU!

SEE YOU

RIPE for PICKING

YOU GETTING YOUR SHARE?

A FARMER will always pick the best fruit when he wants to make money at the market! Exhibitors have the opportunity in these 6 Universal-Jewels--they can pick the pictures that they KNOW are good, pictures that have proved themselves money-makers! These six big Universal-Jewels have smashed box-office records time and again--and they have been given a million dollars' worth of exploitation! They're ready for picking NOW! Book one--or all--TODAY and say good-bye to the box-office blues!

NIVERSAL EXCHANGE TODAY

Send Your Name In Now and Win Part of Universal's $7,000 In Prizes.

"Everything that could be expected of a Western!"

Says C. G. SCOTT,
Crystal Theatre,
South Superior, Wyo.

"BUT — most important," adds Mr. Scott, "it proved to be a record-breaker for the box-office!" Mr. Scott's experience with this Western Super-production has been enjoyed by thousands of other exhibitors — and it's an experience YOU can enjoy! It's packed full of punch, thrills and romance—the kind of stuff your patrons ask for! Just write or wire your nearest Universal Exchange today!

APRIL AND MAY
Exhibitors-Universal Employees Months

CARL LAEMMLE offers

HARRY · CAREY

in the FIRST SUPER-WESTERN EVER SCREENED

"THE FOX"

DIRECTED BY ROBERT THORNBY

UNIVERSAL-JEWEL de LUXE

Showmen — Share $7,000 Cash Prizes Offered for Exploitation Ideas.

"THE TRAP", NEW CHANEY PICTURE, TO OPEN AT THE CENTRAL THEATRE

New Universal - Jewel Production For Early Release

"THE TRAP," a forceful Universal-Jewel photo-drama of the North Woods, starring Lon Chaney, will have its premiere showing in the Central Theatre, Broadway and 47th Street, New York, on Sunday.

"The Trap" formerly was called "The Heart of a Wolf." The final change in name was ordered by Mr. Carl Laemmle, president of Universal, because of its particular fitness. The original story was called "Wolfbreed" and was written especially for Chaney by the Universal City Scenario Department. Chaney himself aided in whipping the story into shape. During the production the picture was called "The Mask."

ANDREW J. COBE, manager of the Central Theatre, has arranged an unusual presentation for "The Trap," said to be well in keeping with the theme of the picture. The Chaney picture will be shown in the Central for several weeks, no definite time having been determined for its run.

"The Trap" is Chaney's most remarkable picture, it is said by those who have seen a pre-view of the film. In it he is reported to combine all the technique of his previous outstanding roles—the "frog" in "The Miracle Man," the master-crook in "The Penalty" and "Black Mike" in "Outside the Law."

Chaney has gone much further in "The Trap." He plays a complexity of characterizations. Not only does he portray the slyness, the hatreds, and the subtleties of a super-criminal, but he also has to carry on the graces, the courtesies, the whimsical activities of a beloved village character.

IT is described as a Jekyl-Hyde role minus the revolting changes of character by necromancy. It shows the actual character changes of a normal human being, under stress of circumstances. It is real, rather than fanciful. This is said to make it one of the most gripping and realistic character portrayals ever enacted for the screen.

Despite the criminal phases of the character enacted by Chaney, he also is shown in an entirely new role for him—that of a good natured village vagabond, the idol of all children. It is in these scenes that Chaney is said to show a new side of his screen art. He has made a character so lovable and ingenuous that at the height of his misdeeds in the picture the audience continues its interest in him and its sympathy with him.

A strong cast, exceptional settings, and the reappearance in Universal pictures of Stanley Goethals, the cute youngster of "Outside the Law," are other points which help to make "The Trap" a super-production, Universal asserts.

THE supporting cast includes Alan Hale, Dagmar Godowsky, Irene Rich, Spottiswoode Aitken, Herbert Standing and Frank Campeau. Robert Thornby, who directed "The Fox," one of Harry Carey's greatest successes, also directed "The Trap." He took his company to the Yosemite National Park for locations. Most of the action was filmed in the scenic grandeur of that place.

What might be considered unusual about the picture, in view of the usual trend of Lon Chaney pictures, is the fact there is not a single murder in it. There is only one shooting, and that is not fatal. The agony is mostly mental agony, but Chaney is said to have struck a new chord in interpretative acting in his portrayal of the vindictive French Canadian, Gaspard the Good.

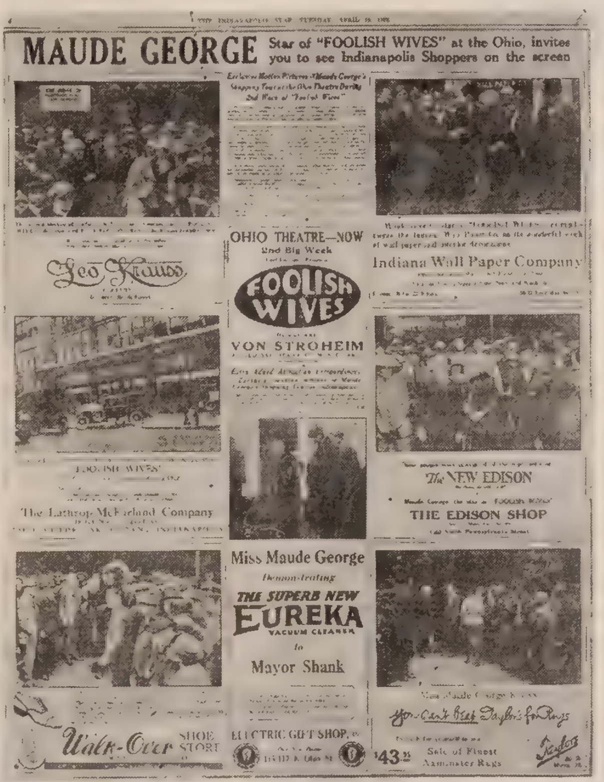
It is said that several high Universal officials "sat in" on the conferences at which the story was whipped into shape. The story is accredited to Lucien Hubbard, scenario chief, and Irving G. Thalberg, production chief at Universal City, with the assistance of Chaney and the director.

"THE TRAP" will go into the Central Theatre after the run of "My Old Kentucky Home," the Pyramid production which opened there last Sunday in place of "The Trap." The urgent request of the releasing organization handling "My Old Kentucky Home" is said to have been readily accepted by Universal as a chance to hold back "The Trap" for a week or so.

This move fitted in with Universal's intention of making "The Trap" available for exhibitors during the mid-summer months instead of earlier. It now is expected that the Lon Chaney feature will be put out for general release about the first of June. Universal is enlarging its campaign for "The Trap" because the picture has been found to be bigger than at first thought.

Those who have seen a preview of "The Trap" predict it will be one of the screen surprises of the year.

"Foolish Wives" Gets Another Full-Page



MAUDE GEORGE Star of "FOOLISH WIVES" at the Ohio, invites you to see Indianapolis Shoppers on the screen

Leo Krauss

OHIO THEATRE—NOW
2nd Big Week

FOOLISH WIVES

VON STROHEIM

Indiana Wall Paper Company

"FOOLISH WIVES"

The Lathrop-McFarland Company

The NEW EDISON

THE EDISON SHOP

Miss Maude George
Demonstrating
THE SUPERB NEW
EUREKA
VACUUM CLEANER
to
Mayor Shank

Walk-Over SHOE STORE

ELECTRIC GIFT SHOP

You Can't Beat Taylor's for Rugs

$43.50 Sale of Finest Axminster Rugs

Taylor's

Marc Lachmann, Universal Exploiteer with the Stroheim Super-Jewel, Landed Another Full-Page Tie-Up in the Indianapolis Star Recently. This Is the Sixth Full-Page Lachmann Obtained for Maude George's Personal Appearance at the Ohio Theatre in That City.

CRASHING
EVERY

WESTERN UNION
TELEGRAM
NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

274FY FAZ 18 2 EXTRA
SIOUX FALLS SDAK 325P APR 17 1922
UNIVERSAL FILM
NEWYORK NY

FOOLISH WIVES OPENING OUR THEATRE WEDNESDAY BROKE ALL HOUSE RECORDS WE CONSIDER IT MOST WONDERFUL PICTURE

A P KAY
COLONIAL THEATRE

WESTERN UNION
TELEGRAM
NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

1922 APR 18 AM 3 10
DESMOINES IOWA 17
UNIVERSAL FILM EXCHANGES INC SIXTEEN HUNDRED BROADWAY
NEWYORK NY

FOOLISH WIVES STRAND DESMOINES SMASHING ALL RECORDS TRAMPING THROUGH HEAVY WET BLINDING SNOW LARGEST MONDAY CROWD IN HISTORY THEATRE PAID ADMISSIONS MONDAY TWO THOUSAND ONE HUNDRED FORTY FIVE SUNDAY THREE THOUSAND SIX HUNDRED FIFTY

STRAND THEATRE

RECORDS
VHERE

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

ATLANTICCITY NJ 401P APR 17 1922

UNIVERSAL FILM CO NEWYORK NY

DESPITE HOT WEATHER AND AL JOLSON IN BOMBO AS OPPOSITION FOOLISH WIVES OPENED OUR WOODS THEATRE LAST NIGHT TO A PHENOMENAL BUSINESS ALL IN ATTENDANCE VERY PRONOUNCED IN THEIR PRAISE AS TO ITS BEING THE MOST WONDERFUL PRODUCTION THEY HAVE EVER SEEN ANTICIPATE CAPACITY BUSINESS FOR THE BALANCE OF ENGAGEMENT

LIBERTY AMUSEMENT CO

ESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

A685AN 75 NL

HO ATLANTA GA 19

JAMMED THEATRE LOBBY FILLED TO SIDEWALK FOR TWO HOURS WITH STEADY FLOW STANDEES CROWDED STAIRCASES BLOCKED AISLES AND EVEN FORMED THRONG ABOUT OPERATORS BOOTH FIREMEN STOPPED MANAGEMENT FROM LETTING PEOPLE IN ALL RECORDS FOR THIS HOUSE BEING SHATTERED SHOW HELD FOR SECOND WEEK

RIALTO THEATRE

upendous
SAL
UEWEL
heim

Wives"

We have included these Jewel Comedies in our April-May Profit-Sharing Plan!

Lee Moran

THIS nationally-liked star reaches the top rung of his career in these two comedies. In short, he rings the bell. He's funny—he's clever—he's a crowd-puller.

"Robinson's Trousseau"

"P. D. Q."

Joe Martin

FOLKS love to laugh — and there's no one they'd rather laugh with and at than Joe Martin, the merry monk. He's the original blues-chaser and comedy profit-maker. You can't beat him in these three comedies.

"A Monkey Hero"

"A Monkey Movie Star"

"A Monkey Schoolmaster"

APRIL
AND
MAY
Exhibitors-Universal Employees Months

Employees
UNIVERSAL EXCHANGES

William Desmond Engaged by "U"

Will Star in Latest Universal Chapterplay Written Around Acquisition of Alaska

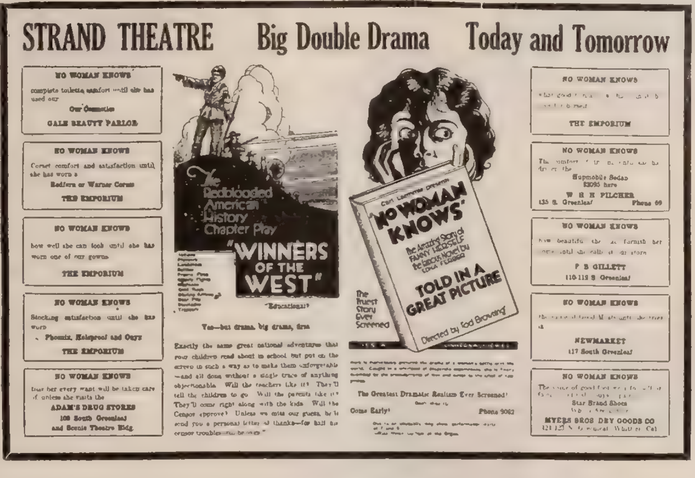
FOR its summer release Universal has planned what should be an exceedingly agreeable subject—that of Alaska. As a fitting addition to the list of historical-educational serials, the Alaskan chapter-play will undoubtedly meet with a very warm response from educators as well as exhibitors. Pioneering with "Winners of the West," Carl Laemmle has established a definite and constructive policy of serial building which is rapidly bringing into country-wide use a feature which any exhibitor can be proud to show. The new style of serial is rightly called a "chapter-play" rather than a serial, although it is the legitimate successor of the old-time melodramatic serial.

THE Universal's Alaskan chapter-play is tentatively called "The Great Conspiracy" and will consist of fifteen chapters, developed under the authorship of George Morgan and under the supervision of William Lord Wright, chapter-play editor at Universal City.

Universal has just signed William Desmond to play the stellar role in "The Great Conspiracy." William Desmond is another of the thoroughly established stars who have been willing to turn their fine dramatic talents to the serial, since Mr. Laemmle has revolutionized its making and its appeal. Desmond was born in Ireland, and began his stage career in New York with "Quo Vadis," entering the moving picture business way back in the old Triangle days, and since then has worked for almost every first-class company in the business with the exception of Universal. This is his first engagement at Universal City. His principal support will be furnished by Laura LaPlante, who has won a definite place in the confidence of the casting experts at Universal City. Perry Vekroff, one of the best known serial directors in the motion picture business, has been engaged to direct. Mr. Vekroff was summoned to Universal City prior to this present engagement to lend his expert hand to an unfinished Universal serial and to a number of two-reel Western dramas. He has been very well known not only in the serial world, but also in the feature film world, where he has directed a number of Leah Baird features in the East.

CHAPTER by chapter the play shows President Andrew Jackson and his cabinet negotiating the purchase from Russia, the actual purchase for $7,200,000, the first settlements, the gold strike and the spectacular development of the virgin territory in recent years. A romantic theme has been interwoven into the colorful history. This will be the fifth "thrills-from-history" chapter-play filmed by Universal.

Effective Tie-Up Landed by Strand, Whittier, Calif.



STRAND THEATRE Big Double Drama Today and Tomorrow

NO WOMAN KNOWS
complete toilette comfort until she has used our
Our Cosmetics
GALE BEAUTY PARLOR

NO WOMAN KNOWS
Corset comfort and satisfaction until she has worn a
Redfern or Warner Corset
THE EMPORIUM

NO WOMAN KNOWS
how well she can look until she has worn one of our gowns
THE EMPORIUM

NO WOMAN KNOWS
Stocking satisfaction until she has worn
Phoenix, Holeproof and Onyx
THE EMPORIUM

NO WOMAN KNOWS
that her every want will be taken care of unless she visits the
ADAM'S DRUG STORES
108 South Greenleaf
and Scenic Theatre Bldg.

The Redblooded American History Chapter Play
"WINNERS OF THE WEST"

"Educational?"

Yes—but drama, big drama, true.

Exactly the same great national adventures that your children read about in school but put on the screen in such a way as to make them unforgettable—and all done without a single trace of anything objectionable. Will the teachers like it? They'll tell the children to go. Will the parents like it? They'll come right along with the kids. Will the Censor approve? Unless we miss our guess, he'll send you a personal letter of thanks—for half his censor troubles [illegible]"

Carl Laemmle presents
"NO WOMAN KNOWS"
The Amazing Story of FANNY HERSELF the famous Novel by Edna Ferber
TOLD IN A GREAT PICTURE
Directed by Tod Browning
The Truest Story Ever Screened

The Greatest Dramatic Realism Ever Screened!

Come Early! Phone 9062

NO WOMAN KNOWS
THE EMPORIUM

NO WOMAN KNOWS
Hupmobile Sedan
$2095 here
W H H PILCHER
135 S. Greenleaf Phone 69

NO WOMAN KNOWS
P B GILLETT
110-112 S Greenleaf

NO WOMAN KNOWS
NEWMARKET
117 South Greenleaf

NO WOMAN KNOWS
Star Brand Shoes
MYERS BROS DRY GOODS CO

The Strand Theatre Took Advantage of Two Universal Titles in the Timely Exploitation Shown Above, Reproduced from The Whittier (Calif.) News.

* * *

Portland Educator Lauds Stanley Chapter-play

AMONG the latest educators to praise "With Stanley in Africa," Universal's chapter-drama of the celebrated African explorer's adventures, is E. H. Whitney, assistant superintendent of schools, Portland, Oregon.

He commended the "Stanley" serial highly in a recent letter to the Universal Portland office, and told how valuable it is in paving the way for mutually beneficial co-operation with exhibitors and school authorities.

"The motion picture has progressed far beyond the experimental stage," he wrote, "and the thoughtful educator is anxious to get in touch with reliable producing corporations whose films will supply legitimate school needs. The motion picture has had a great deal of unfavorable comment because of the character of material produced by some corporations. The company or companies who devote their time in the future to producing films of such children's heroes as Robinson Crusoe, Stanley in Africa, etc., will be doing society and the nation a wonderful service.

"COMEDIES of the slap-stick variety and the blood and thunder of the Barbary Coast and the lure of the underworld do much to poison the lives of our boys and girls. I look forward with great confidence to a time in the near future when the best of art and literature, history and geography will be found in motion picture text books and available to every community. The company that will devote itself to the production of such films deserves the highest praise and the patronage of those who desire clean entertainment for our boys and girls."

Are Your Ideas Worth Money? Enter the $7,000 "Robinson Crusoe" Contest.

FOUR MOR

If you haven't sent
$7000 Cash Prize

This week's lucky showmen are:

AL HAMILTON, Palace Theatre,
South Norwalk, Conn.

J. S. WOODHOUSE, United Theatre,
Alhambra, Calif.

A. T. SIMMONS, Dome Theatre,
Akron, Ohio.

MAX MARCUS, United States Theatre,
Cleveland, Ohio.

Carl Laemmle offers

APRIL
and
MAY
Exhibitors-
Universal
Employees
Months

E WIN $50

in your name in Universal's big Contest----NOW IS THE TIME!

AGAIN Universal comes through with some honest-to-God cash for live showmen who have put over some real exploitation on "The Adventures of Robinson Crusoe," the world's greatest chapter-play. And Universal will continue to come through each week for four months—April, May, June and July—to exhibitors who originate the most practical and result-getting exploitation for this marvelous attraction!

And not only that, but each month three exhibitors are going to get three major prizes—first, $450; second, $300; third, $200, for the best ideas in that month. Who will be the first to knock off the $500 his two prizes will net him?

This is the fairest and most liberal cash prize contest ever put up to you! There are no strings — the money goes to those exhibitors whose showmanship in connection with this great chapter-play is considered best by the committee of judges!

Register — send in your name now — and when you send in your stunt, send full description and photographs. Do it TODAY!

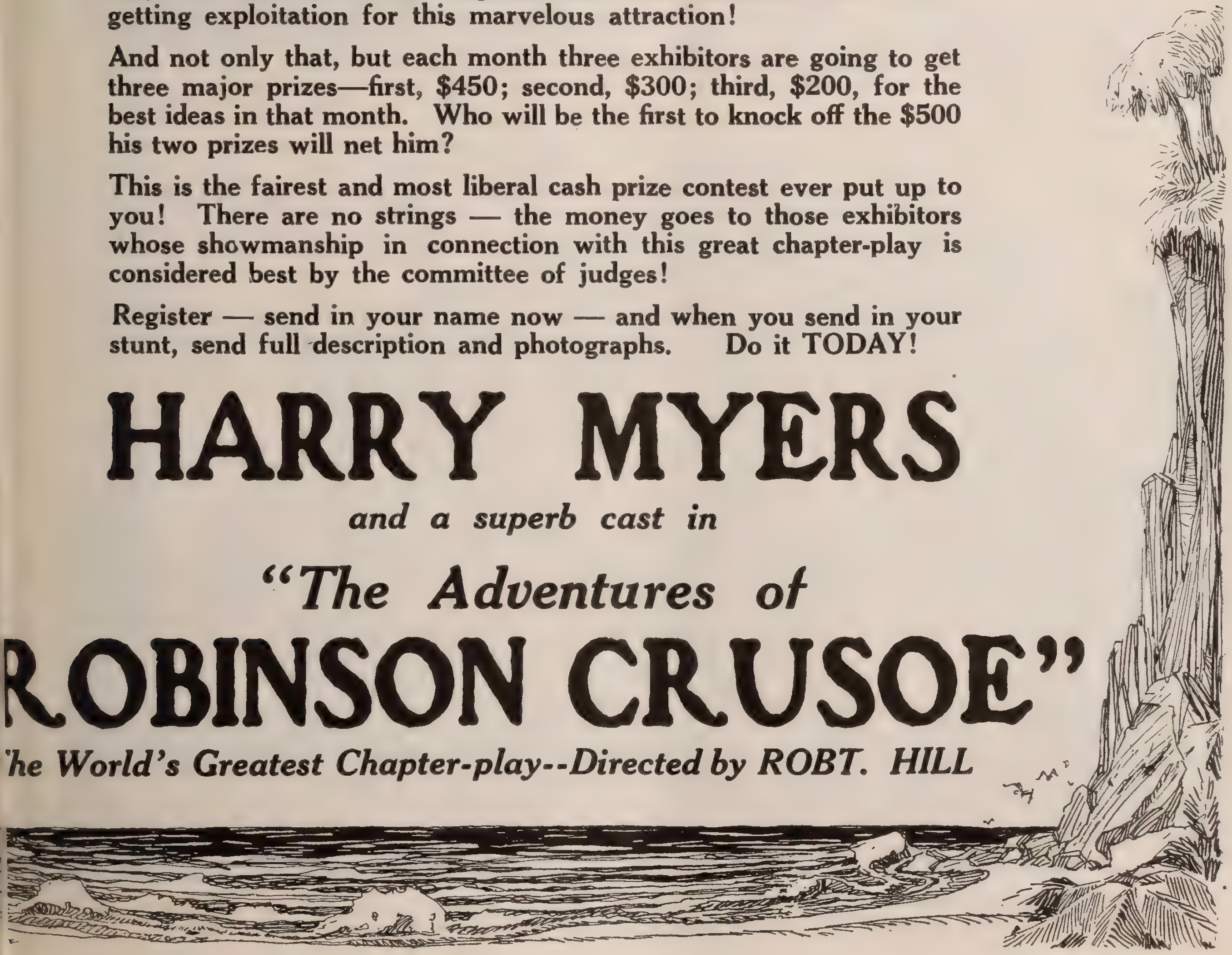
HARRY MYERS

and a superb cast in

"The Adventures of

ROBINSON CRUSOE"

he World's Greatest Chapter-play--Directed by ROBT. HILL



More About the "Robinson Crus

(*Continued from Page* 15). "For Crusoe on a raft, I took a one-sheet, mounted it, and made a cut-out of Crusoe. I then took one of my fans that I use around the house in Summer, stripped it of its blades and guards and fastened a wooden shaft on the oscillator that gave me the rolling motion for the raft. To light the box, I let an old socket hang down through the top and attached a flasher to give the effect of lightning.

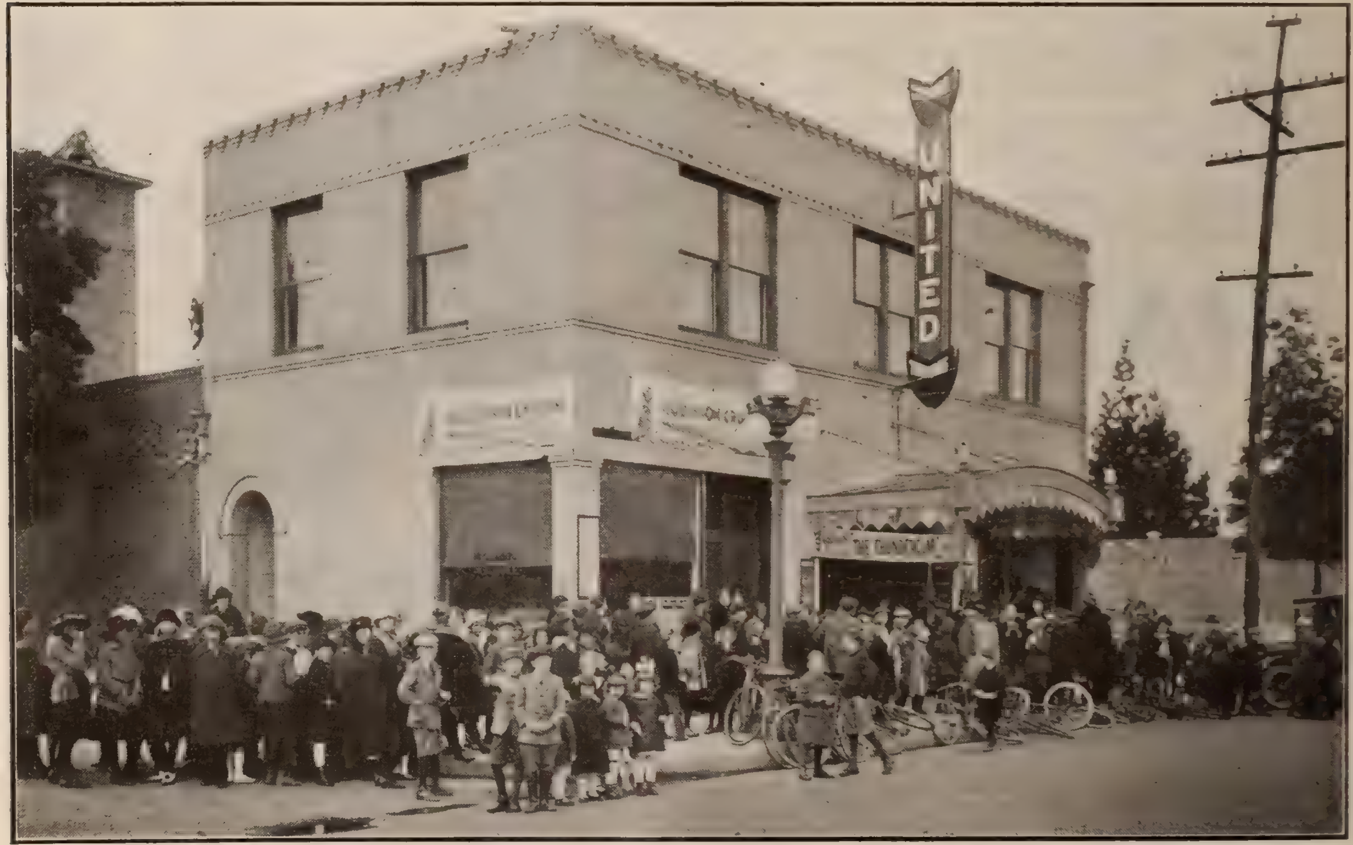
"My next proposition was to procure a good window. I called up one of the leading merchants in regard to a business transaction he and I were working on and asked him to come and see me about that proposition as soon as possible. When he arrived, I was busily engaged in testing the Crusoe cut-out. He immediately became interested and asked me what I intended to do with it. I told him I expected to put it in Mr. Blank's window, mentioning, of course, one of his business rivals. Naturally, he couldn't see my idea in letting his competitor get this novelty advertising stunt which would attract a lot of attention, so he offered me the use of his window, which, of course, was just what I had been playing for. Which proves the old adage: 'A bird in your own office is worth two in his store.'"

Mr. Hamilton obtained windows in the principal stores of his town by the simple expedient of "swapping" advertising space in his half-page layout, shown on page 27, for window displays. He also sent letters to school principals and teachers asking their co-operation in presenting this extraordinary chaptered photoplay. Passes for the opening day were enclosed.

Liberal newspaper and billboard advertising resulted in exceptionally good business according to Mr. Hamilton, who says his patrons were 100 per cent. satisfied. Mr. Hamilton does not intend to let this be the end of his exploitation; he is still evolving ideas to keep "Robinson Crusoe" before the public during the entire run of the picture.

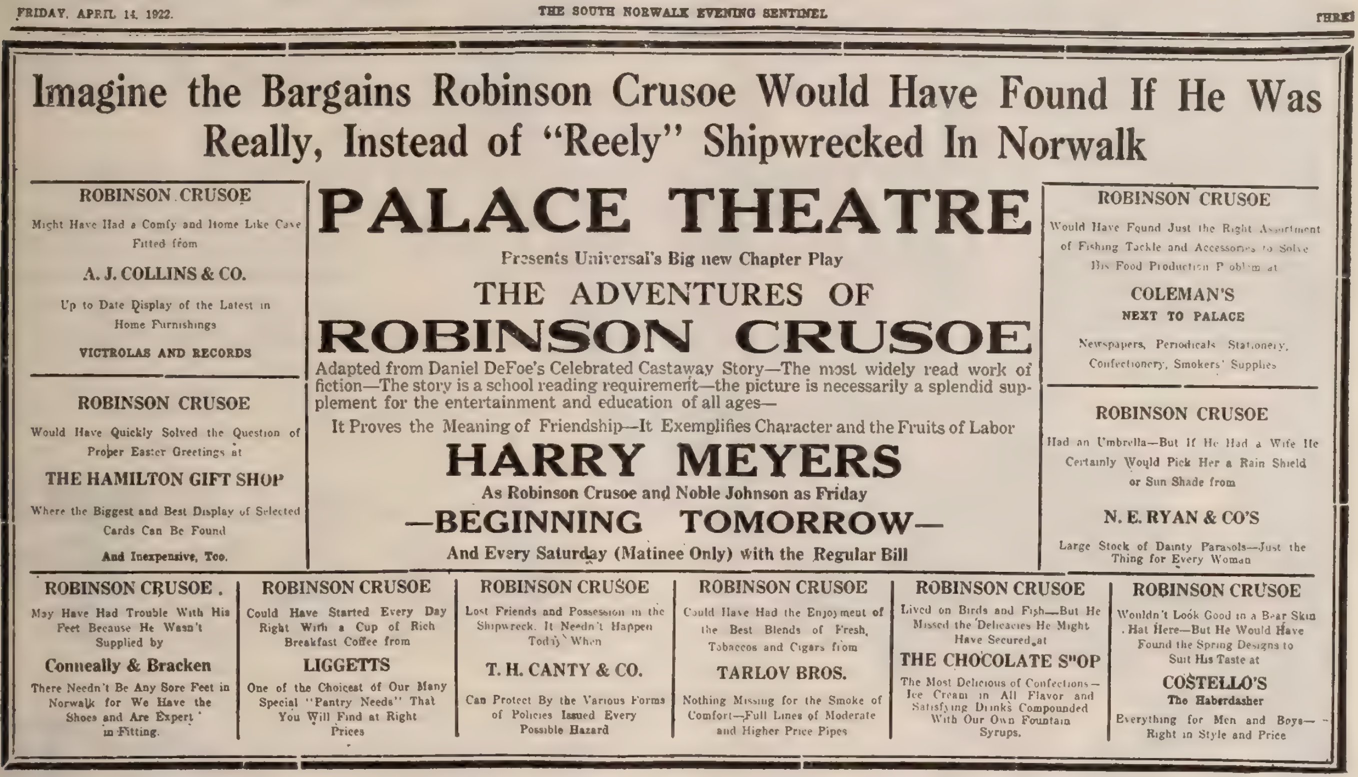
J. S. Woodhouse, of the United Theatre, Alhambra, Cal., One of This Week's Winners.

J. S. WOODHOUSE, manager of the United Theate, Alhambra, Cal., another $50 prize-winner in the second week of Universal's "Robinson Crusoe" Contest, obtained the hearty co-operation of local educators and divines by inviting them all to a pre-



J. S. Woodhouse, Supervising Director of United Theatres, Los Angeles, Cal., Worked Wonders by Means of a Special Pre-view of "Robinson Crusoe's" Opening Chapters for Local Educators and Divines.

oe” Exploitation Contest Winners



FRIDAY, APRIL 14, 1922. THE SOUTH NORWALK EVENING SENTINEL THREE

Imagine the Bargains Robinson Crusoe Would Have Found If He Was Really, Instead of “Reely” Shipwrecked In Norwalk

ROBINSON CRUSOE
Might Have Had a Comfy and Home Like Cave Fitted from
A. J. COLLINS & CO.
Up to Date Display of the Latest in Home Furnishings
VICTROLAS AND RECORDS

ROBINSON CRUSOE
Would Have Quickly Solved the Question of Proper Easter Greetings at
THE HAMILTON GIFT SHOP
Where the Biggest and Best Display of Selected Cards Can Be Found
And Inexpensive, Too.

PALACE THEATRE
Presents Universal's Big new Chapter Play
THE ADVENTURES OF
ROBINSON CRUSOE
Adapted from Daniel DeFoe's Celebrated Castaway Story—The most widely read work of fiction—The story is a school reading requirement—the picture is necessarily a splendid supplement for the entertainment and education of all ages—
It Proves the Meaning of Friendship—It Exemplifies Character and the Fruits of Labor
HARRY MEYERS
As Robinson Crusoe and Noble Johnson as Friday
—BEGINNING TOMORROW—
And Every Saturday (Matinee Only) with the Regular Bill

ROBINSON CRUSOE
Would Have Found Just the Right Assortment of Fishing Tackle and Accessories to Solve His Food Production Problem at
COLEMAN'S
NEXT TO PALACE
Newspapers, Periodicals Stationery, Confectionery, Smokers' Supplies

ROBINSON CRUSOE
Had an Umbrella—But If He Had a Wife He Certainly Would Pick Her a Rain Shield or Sun Shade from
N. E. RYAN & CO'S
Large Stock of Dainty Parasols—Just the Thing for Every Woman

ROBINSON CRUSOE .
May Have Had Trouble With His Feet Because He Wasn't Supplied by
Conneally & Bracken
There Needn't Be Any Sore Feet in Norwalk for We Have the Shoes and Are Expert in Fitting.

ROBINSON CRUSOE
Could Have Started Every Day Right With a Cup of Rich Breakfast Coffee from
LIGGETTS
One of the Choicest of Our Many Special "Pantry Needs" That You Will Find at Right Prices

ROBINSON CRUSOE
Lost Friends and Possession in the Shipwreck. It Needn't Happen Today When
T. H. CANTY & CO.
Can Protect By the Various Forms of Policies Issued Every Possible Hazard

ROBINSON CRUSOE
Could Have Had the Enjoyment of the Best Blends of Fresh, Tobaccos and Cigars from
TARLOV BROS.
Nothing Missing for the Smoke of Comfort—Full Lines of Moderate and Higher Price Pipes

ROBINSON CRUSOE
Lived on Birds and Fish—But He Missed the Delicacies He Might Have Secured at
THE CHOCOLATE SHOP
The Most Delicious of Confections—Ice Cream in All Flavor and Satisfying Drinks Compounded With Our Own Fountain Syrups.

ROBINSON CRUSOE
Wouldn't Look Good in a Bear Skin . Hat Here—But He Would Have Found the Spring Designs to Suit His Taste at
COSTELLO'S
The Haberdasher
Everything for Men and Boys—Right in Style and Price

Manager Al Hamilton, of the Palace, South Norwalk, Conn., Obtained the Co-operation of Leading Merchants and Ran a Half-Page Tie-Up. Hamilton Paid for the Ad and Got Ten Window Displays.

view of the chapter-play's first three episodes. Having "sold" them on the educational and moral value of the picture, he obtained their permission to distribute eight hundred free tickets to the opening Saturday matinee among the best-behaved pupils of the Alhambra public and Sunday schools.

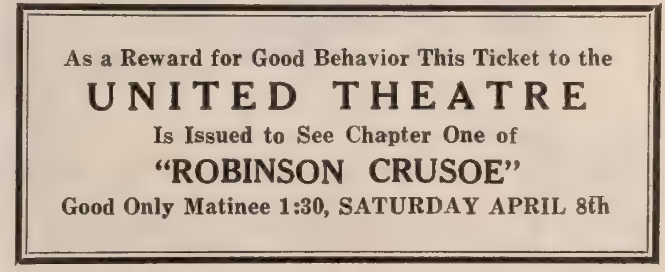
The remarkable part of this stunt was that the eight hundred children brought with them enough paid admissions to pay the day's overhead and profit enough to pay for one-third the entire chapter-play. Mr. Woodhouse was enthusiastic about the reception accorded "The Adventures of Robinson Crusoe," the first picture of the sort to play in Alhambra and predicts a record-breaking business with it.

MAX MARCUS, Manager of the United States Theatre, Cleveland, Ohio, another $50 prize-winner in the second week of Universal's $7,000 Cash Prize Competition, is but one of many exhibitors who broke all house records with the "Robinson Crusoe" chapter-play. Starting the picture on the first hot day of the season, Mr. Marcus' house played to a total of 3,403 paid admissions in one day. This phenomenal showing is due, to a large degree, to Mr. Marcus' excellent advance publicity and exploitation.

Four weeks in advance of his opening date, he had a special cut-out made of the 24-sheet which he set up at the inner doors of his lobby making it necessary for every individual entering his theatre to walk through this cut-out. About one week later, he inserted the date of opening in his cut-out, and, in addition, had two special six-sheet cut-outs, and two of the stock three-sheet cut-outs placed in various parts of his lobby. The opening date was mentioned in all these cut-outs.

Slides and a trailer were used a fortnight in advance of the starting date. On the opening date, Mr. Marcus had a special outside display and front built, using the cut-outs from the advance display. A 24-sheet cut-out adorned the marquee, together with six-sheet, 24-sheet, three-sheet and one-sheet cut-outs depicting scenes from the production. This made an exceptionally attractive front and attracted considerable attention. In his programs, distributed on a house-to-house canvass one week prior to the opening, Mr. Marcus devoted most of his space to advance stories and notes on the Crusoe chapter-play. Special dodgers were distributed to patrons for a week before the opening, while two-thousand regular newspaper heralds were sent out three days before the picture started.

Mr. Marcus obtained the services of a young man, a regular attendant at his theatre, (*Continued on Page* 31)



As a Reward for Good Behavior This Ticket to the
UNITED THEATRE
Is Issued to See Chapter One of
“ROBINSON CRUSOE”
Good Only Matinee 1:30, SATURDAY APRIL 8th

Manager Woodhouse Issued Eight Hundred of These

Can A
Of The

This is a ques

READ your Press Sheet carefully! It is full of sure-fire ideas for exploitation and advertising—helps that will put this Universal Attraction over with a bang!

CARL LAEMMLE
offers

"The
His C

Story by

JOHN FLEMING WILSON and MARY ASHE MILLER

Send Your Name In Now and Win Part of Universal's $7,000 In Prizes.

Man Win The Love Same Woman Twice?

on your patrons will answer at your box-office!

MAN, here is a box-office sensation! Frank Mayo never had a more powerful role than that of John Morton in this stirring story of the sea and big business! Picture a man with his face smashed until it was a thing hideous to look at—picture that man married to a beautiful woman of refinement and culture—and you can picture the inevitable result! That is—you think you can! But this story is different; John Morton pursued a desperate plan to win the respect and love of the woman he loved—and the way he did it makes one of the most engrossing photoplays you ever saw! Now booking!

Frank Mayo

----- in -----

MAN WHO MARRIED WN WIFE"

A UNIVERSAL
ATTRACTION

APRIL AND MAY
Exhibitors-Universal Employees Months

Directed by STUART PATON

Register NOW for the $7,000 "Robinson Crusoe" Exploitation Contest.

WHERE CAN YOU GET SUCH STARS IN SHORT FEATURES!

WISE exhibitors know the value of these names — and will clean up with the Short Features Universal will soon offer starring these popular players! Every one a star in his own right — a galaxy of players that means the topmost box-office perfection!

REGINALD DENNY

THIS handsome star is the idol of thousands because of his phenomenal success in "The Leather Pushers" — the two-reeler series that smashed records everywhere. Soon to be seen in Royal Northwest Mounted Police dramas.

TOM SANTSCHI

EVERYBODY likes Tom Santschi, who is making a series of eight two-reel Western dramas for Universal. Watch for these because they're full to overflowing with smashing situations and hair-raising thrills! Book them—exploit them—and clean-up!

ART ACORD

THIS star will be seen in a series of rugged Western dramas of the punchy kind you need for your box-office. He cleaned up for exhibitors in two of the greatest chapter-plays ever released—"The White Horseman" and "Winners of the West"—and he will clean-up for you in these short features.

COMEDIES

ROY ATWELL **NEELY EDWARDS**

CLEAN fun—but screamingly funny fun—is the neynote of the work of these two popular comedians in Universal one-reel comedies. Roy Atwell is making hilarious domestic comedies, while Neely Edwards will soon be known all over the land as "Nervy Ned," the jolly tramp. Don't let these comedy knockouts get away from you!

UNIVERSAL SHORT FEATURES

"Foolish Wives" Still Breaking Records

REPORTS from theatres throughout the country where "Foolish Wives," the Universal super-Jewel production made by Erich von Stroheim, is having its various openings, continue to attest the remarkable success of that feature as a box-office wonder.

The first week of "Foolish Wives," at the Ohio Theatre, Indianapolis, is said to have been phenomenal. Great interest was aroused in the picture in Indianapolis by the presence of Miss Maude George, one of the principals in the film, who made many personal appearances. Indianapolis merchants co-operated whole-heartedly with Marc Lachmann, Universal representative, in stirring up enthusiasm over the film.

THE Strand Theatre in Des Moines reported record-smashing crowds on the opening days of the million-dollar picture in that city. Despite a wet and blinding snow storm, on Monday, the second day, the theatre was filled with the largest Monday crowd on record, more than two thousand two hundred persons. On the opening day the picture played to 4,000 persons.

IN Atlantic City, where "Foolish Wives" is in its second week at the Woods Theatre, the picture played to greater crowds on its second week-end than at its opening. The Liberty Amusement Company, managers of the Woods Theatre, reports that their patrons were outspoken in praise of the production, characterizing it the most wonderful film ever seen. The theatre management predicts capacity business for the entire engagement.

The T and D Theater in Oakland, Cal., also is enjoying unprecedented business with "Foolish Wives." A report to the Universal home shows that on the opening day von Stroheim's Super-Jewel played to more than six thousand admissions, thereby exceeding the hopes of the theatre by many hundreds.

HOUSE records were broken by the von Stroheim picture at the Colonial Theatre in Sioux Falls, S. Dak., from which A. K. Pay, the theatre manager, wired to H. M. Berman, general sales manager for Universal, expressing his enthusiasm over the initial showing of the picture.

RAWLINSON'S UNIQUE EXPERIMENT

"U" Star Re-Making "Come Through" With Same Director at Universal City.

ALMOST five years ago Herbert Rawlinson came into his own as a star, although he had been on the screen for four continuous hard years as a promising player. The medium by which he became a star over-night was the sensational George Bronson Howard crook story, "Come Through." The picture was the sensation of that year and the making of Herbert Rawlinson.

An interesting experiment is now to be tried. Universal is going to re-film "Come Through" with the same star and using the same director, but adding all of the ingenuity, art of photography, improved technique and the art of story writing which have so greatly advanced the art of picture making in those five years. George Bronson Howard wrote the story with Rawlinson particularly in mind; it was directed by Jack Conway. Jack Conway will again hold the megaphone on Rawlinson in the new "Come Through."

* * *

Four More Win Crusoe Prizes

(*Continued from Page* 27) who made announcements from the stage every performance for several weeks prior to the opening of the picture. Every matinee, he gave a five-minute chat to the children in the theatre on Crusoe's adventures and worked up a great amount of interest in the forthcoming production among the children and adults. Mr. Marcus writes that he knows the entire expenditure for his advance campaign was well-spent, as the additional patrons secured for the first episode alone paid for almost his entire campaign.

A. T. SIMMONS, owner and manager of the Dome Theatre, Akron, Ohio, has a 224-seat house. He played to more than three-thousand paid admissions the first two days of "The Adventures of Robinson Crusoe"! More than one thousand persons waited in line to buy tickets before he opened! This sensational achievement resulted from Mr. Simmons' remarkable advertising campaign which, incidentally, won him a $50 prize in Universal's Exploitation Ideas Contest.

Eight days before showing the first chapter, Mr. Simmons used ten 24-sheet stands scattered over Akron, seventy one-, three- and six-sheet stands and five thousand heralds, which he placed in automobiles parked in various business centers of the town. His street exploitation consisted of a five-ton truck, carrying two 24-sheets, which made every block in the city. For a ballyhoo, Mr. Simmons had a man dressed as Crusoe parade the downtown section for three days prior to the opening, and in front of the theatre the first two days of the presentation.

The lobby of the theatre was dressed to represent a cabin similar to that used by Crusoe on his desert island. Mr. Simmons has planned a series of effective follow-up exploitation stunts for succeeding episodes of the chapter-play and expects to continue his remarkable feat. Some of these ideas are so decidedly worth while, the Moving Picture Weekly feels it only fair to credit them to Mr. Simmons at this time. One stunt will be a street campaign of Friday meeting Crusoe; this will be enacted on a junction of the two principal streets in Akron. He intends to improve on his present ballyhoo by having Crusoe accompanied by a collie, like the dog in the posters.

TO those exhibitors who have not taken advantage of Universal's sensational offer, we offer this advice: GET BUSY, NOW! Enter the competition immediately by sending your name and that of your theatre to the Serial Contest Manager, Universal Film Mfg. Co., 1600 Broadway, New York City. Don't wait until you show the chapter-play—register your name today. Then when you prepare your campaign, send photographs and description of your lobby, stunts, etc., with a photograph of yourself, to the Serial Contest Manager. There will be seventy-six prizes. You stand the same chance of winning a prize as the four exhibitors mentioned above; why not capitalize your showmanship? Let's go!

Right where she belongs!

IN ELECTRIC LIGHTS
AS FEATURED BY
HUGO RIESENFELD
AT THE
RIVOLI
THEATRE
NEW YORK CITY

WHEN Hugo Riesenfeld, conceded to be one of the greatest showmen in the world, features Baby Peggy in electric lights over a house like The Rivoli, it is indisputable proof of this marvelous baby comedienne's drawing power! Take our tip and book some of this little star's comedies TODAY!

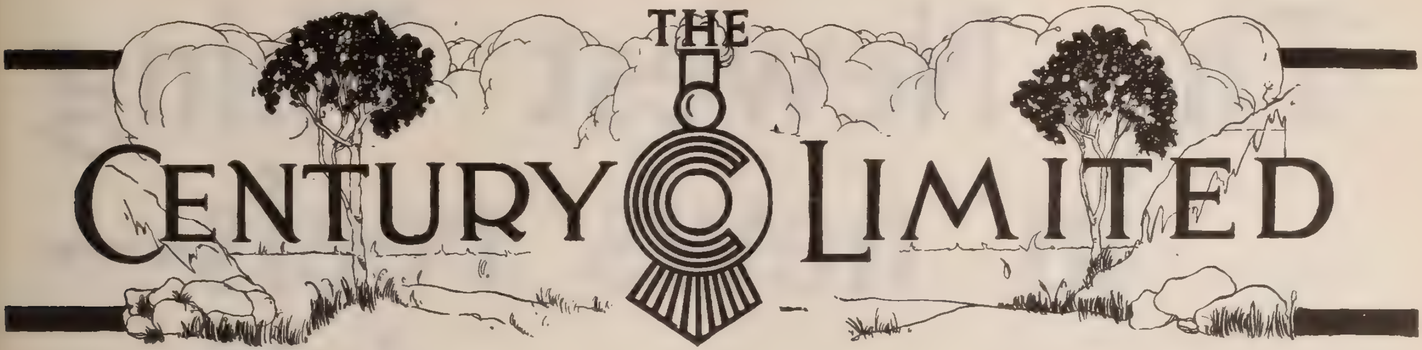
BABY PEGGY

appears exclusively in

Century Comedies

THE BEST
ONE-A-WEEK
BUY ON THE
MARKET!

RELEASED THRU UNIVERSAL



THE CENTURY LIMITED

"Travels the Road of Fun"

Published weekly, its sole aim being better acquaintanceship with

CENTURY COMEDIES

The Engineer - - - - *David Bader*

Brownie, Our Wonder Dog, Packed 'Em In

OUT in Ohio, in the city of Hillsboro, there's a live-wire manager by the name of George A. Rea. His theatre, the Orpheum-Forum, is one of the finest in the little city of Hillsboro—and he packs 'em in.

During a week's run, recently, of our wonder dog's latest sensation "Mutts," Rea ran slides, used banners, ran ads and let the whole city know that Brownie was worth seeing. And his letter, which he sent us by Special Delivery, told us that he packed 'em in with ease.

The outstanding feature of Mr. Rea's Century Comedy campaign was the running of a three-inch ad in the Lost and Found Section of the leading newspaper. It simply said that a dog by the name of Brownie could be found at the Orpheum-Forum Theatre on the date of the playing of the picture "Mutts."

Here's an idea worth using—and here's thanking Rea for the many exhibitors we know will use this clever stunt.

* * *

Three Century Comedies Part of Chicago Revival

OUT in Chicago the extensive Ascher Circuit is putting on a Revival Week in all of their beautiful first run houses. Features that played repeatedly, and most successfully, make up the program for the week. Century Comedies make up part of this program, *as revived comedies of proved success.* Among the Century Comedies that will play the Ascher Circuit are Harry Sweet's "Two of a Kind," Lee Moran's "The Touchdown" and Brownie's "Cheerful Credit."

Let this Revival Week help you in your planning, and let the Reviving of these proved Centuries guide you to choose the type of comedies that will play again and again with equal success.

"The Little Rascal" Plays At New York's Rivoli

ONCE more Baby Peggy steps into the limelight of New York's Broadway. Once more Baby Peggy's now-famous name goes up into electric lights on the Great White Way, and again the New York newspapers (the hardest critics in the world to please, by the way!) gave her the praise which she has won for herself from the day she starred in her first Century Comedy.

Again Century has made a comedy that will play every first run house in the United States, just as "Peggy Be Good" (formerly "Peggy Behave") did! Again Baby Peggy will bring in every moviegoer that knows she will play in your theatre. So after you've booked our little star's latest and best, let them know that you're playing it. Get out all the old publicity—and there's stacks of it—and yell at the top of your voice.

The "kid" will bring 'em in quicker than a traveling circus, and your patrons know it. So, when you play her next, "The Little Rascal," tell them New York's Rivoli and Grauman's Million Dollar Theatre played it a whole week each.

* * *

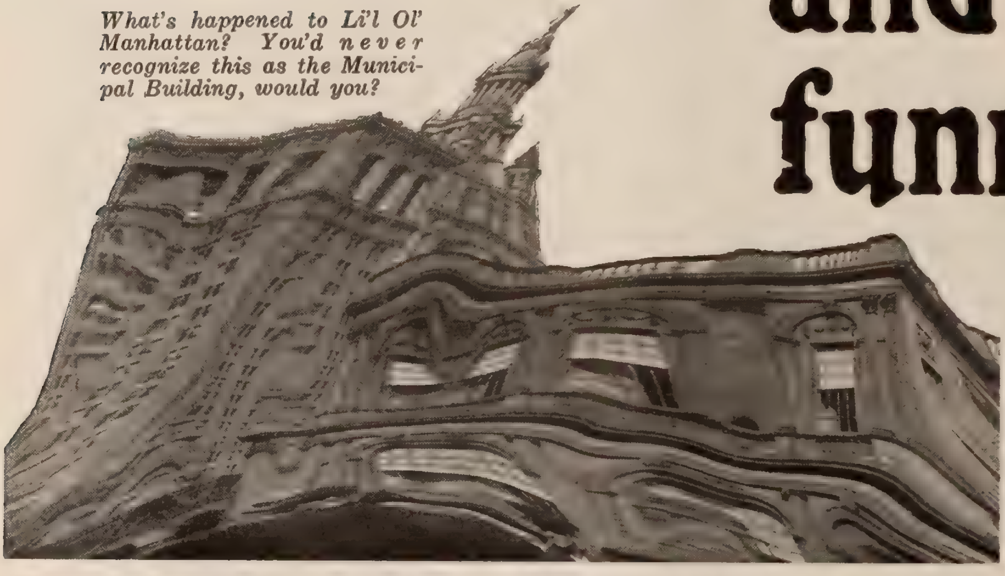
Sid Grauman Saying It With Prologues

EVERY large city has its genius-exhibitor, and Los Angeles is far from the exception. On the Coast we have Sid Grauman, ultra showman. Sid Grauman mixes his ideas with features, short stuff and comedies. Century Comedies, which are playing Grauman's beautiful Million Dollar and Rialto Theatres with extraordinary success, in many instances are being put on with a prologue especially prepared for the comedy. In the instance of Brownie's "Mutts" he used a prologue that featured only dogs. Not a human was used in this prologue, which carried the spirit of "Mutts"—which likewise features not a human being.

Again when Grauman played Brownie's newest Century, "Some Class," he staged a prologue to the comedy and called it "At the Old School House." In his prologue Grauman showed a school-room, and this again carried the spirit of Brownie's latest release. In his comedy "Some Class" most of the action takes place in the class room of a rural school.

Saying it with prologues, by the most notable of famous exhibitors is a mighty fine incentive to other showmen.

The Newest Thing in news reels--- and the funniest!



What's happened to Li'l Ol' Manhattan? You'd never recognize this as the Municipal Building, would you?

FIRST AGAIN! INTERNATIONAL NEWS' latest stunt in freak photography is the greatest laugh-getter you ever saw—and YOU know laugh-getters are money-getters as well! YOU can't afford to pass up INTERNATIONAL NEWS, because your patrons know it is ALWAYS first with the latest. BOOK IT TODAY!

International News

BACKED BY DAILY ADVERTISING
AND PUBLICITY IN ALL HEARST
NEWSPAPERS

RELEASED THRU UNIVERSAL

Of Interest to Theatre Owners

To Remodel Theatre

W. H. Weber will remodel and redecorate the Echo, Great Bend, Kans.

Wade Opens Majestic

Sam Wade has opened his Majestic, Pioneer, Texas.

To Open on Labor Day

Wallace E. Chase will build in Bordentown, N. J., at a cost of $125,000, to be opened Labor Day.

Replaces Evans

Albert Hill, formerly manager of the Arcade, Jacksonville, Fla., has been transferred to the Lucas, Augusta, succeeding John Evans, resigned.

Pierce Convalescing

Jack Pierce, manager of the Family Theatre, Mahanoy City, Pa., has turned the corner on the road to recovery after a long and dangerous illness. At times it was feared he could not recover.

Green Now Manager

"Joe" Green, who was with the old Triangle offices at Philadelphia years ago, has reappeared as the manager of the new Grand Opera House at Sunbury, devoted to the screening of motion picture films.

Iowa Playhouse Ready

The Soo, Sioux City, Iowa, will be opened about the middle of next month.

Redecorate Casino

The Blank Amusement Company is redecorating the Casino, Davenport, Iowa.

Reopens Texas House

The Queen, Marshall, Texas, has been reopened under management of Mrs. Fred A. Alexander.

"U" Employee to Wed

The engagement of Miss Lillian Fuencher, who was an attache of the old Universal offices at Wilkes-Barre, Pa., and William Groarty of Kingston, has been announced. The wedding will take place in June.

Bayer Plans New House

Frank Bayer, of Bayer Brothers, owners of the Grand Opera House at Lehighton, Pa., has announced he has given to the Ochs Construction Co. of Allentown the work of erecting the new $150,000 playhouse that will be erected in the Carbon town. The theatre will seat 1,500 persons and will be adapted to handle motion pictures, vaudeville, road shows and concerts.

Gem Changes Hands

Anderson & Wethersby have purchased the Gem, Omaha, Neb.

New House for Iowa

Leo Moore will build a 1,000-seat house costing $100,000 in Centerville, Iowa.

Elaborate Theatre Planned

Plans have been filed by Robert E. Simon, owner, for studio and theatre to be erected at 146 West Fifty-seventh Street, New York City, to cost $1,200,000.

Orpheum Enlarged

The Orpheum Theatre, at White Haven, Pa., is doing so well among the thousands of patients at the tuberculosis sanitoria that it is building an addition and is making other improvements. The interior will be decorated and new carpets laid.

Theatre Alters Policy

Motion pictures and vaudeville have been added to the program of the Gayety Theatre, Kansas City, a burlesque house. Instead of 2.15 o'clock, the theatre now will open its doors at 12.30 o'clock and operate a continuous performance until 10.30 o'clock at night.

Street Ballyhoo Exploits "U" Serial in New Zealand

New Zealanders Are Firm Believers in Street Ballyhoos. The Big Sign Was Made from Cut-outs of Posters of Universal's Serial, "The Diamond Queen," and Traversed the Streets of Wellington for the Paramount and Artcraft Theatres.

Send Your Name In Now and Win Part of Universal's $7,000 *In Prizes.*

"SAY IT WITH NEWS ADS"

She Walked Down Second Avenue and a Passing Beauty Exclaimed, "Oh, There Goes My Last Winter's Coat!" Nothing that Second Hand Rose Wore Was New—It Was All Second Hand.

"Second Hand Hose" Found Everything in Life Second Hand from Shoes to Combs. She Was Second Hand Herself — an Irish Waif Adopted by an Impoverished Jewish Family!

"Second Hand Rose"—the Song—the Story—the Girl. See Gladys Walton In It.

◆

IF YOU *LIKED* THE SONG--- YOU'LL *LOVE* THE PICTURE!

see **Gladys Walton** *as*

"SECOND HAND ROSE"

to tell me he's been mar-ried be-fore
I'm just Sec-ond hand Rose
I'm just Sec-ond hand Rose
wear-ing
wear-ing
GLADYS WALTON
in "SECOND HAND ROSE"
A UNIVERSAL PICTURE

She Did So Want Something Brand New . . . and Even the Man She Was to Marry Was a Second-Hand Husband. Although He Looked Hardly Worn! See Gladys Walton in "Second Hand Rose"

JEWEL THEATRE ALL NEXT WEEK

"Second Hand Rose" . . . It's the Girl of the Song Just as You Know Her. A Sweet Little Lonesome Irish Lass with Gladys Walton Playing the Rôle.

◆

Take It from Rosie—There Isn't Anything Brand New on Second Avenue, Except Troubles! See Gladys Walton in "Second Hand Rose."

AT A GLANCE

STAR—GLADYS WALTON.

TITLE—"Second Hand Rose."

BRAND—Universal Attraction.

PREVIOUS SUCCESSES — "Pink Tights," "The Man Tamer," "Playing With Fire," "The Wise Kid" and "The Guttersnipe."

SUPPORTING CAST — Jack Dougherty, Edward Sutherland, Max Davidson, Walter Perry, George B. Williams, Grace Marvin, Wade Boeteler, Virginia Adair, Alyce Belcher, Bennett Southard, Camilla Clark and Marion Faducha.

DIRECTED BY — Lloyd Ingraham, who put into the picture the same subtle combination of pathos and comedy seen in "Lavender and Old Lace."

STORY AND SCENARIO BY—A. P. Younger, suggested by the whimsical and pathetic character in the popular song sensation, "Second Hand Rose," by Grant Clarke and James E. Hanley, published by Shapiro Bernstein & Company.

PHOTOGRAPHY BY—Bert Cann.

TIME—Today.

LOCALE — New York City, Second Avenue, where ladies' and gent's fine clothes only nine-tenths worn out and full of nice moth balls, can be bought for cheap money.

CAST

Rose Quinn	GLADYS WALTON
Isaac Rosenstein	George B. Williams
Lillian Rosenstein	Grace Marvin
Nat Rosenstein	Eddie Sutherland
"Bull" Thompson	Wade Boeteler
Abe Rosenstein	Max Davidson
Rebecca Rosenstein	Virginia Adair
Rachel Rosenstein	Alyce Belcher
Terry O'Brien	Jack Dougherty
Tim McCarthy	Walter Perry
Hawkins	Bennett Southard

(Continued on Page 38)

Don't Wait! Send Your Name In Today for the "Robinson Crusoe" Prize.

Here's what happened

when the STRAND, LOS ANGELES, showed

George Walsh in "With Stanley in Africa"

Directed by WM. CRAFT

There's No Reason Why it Won't Pack Your House!

THIS is one of the chapter-plays with which Universal revolutionized the serial business! It is a knockout wherever shown—a sure crowd-getter! It's packed with clean, healthy action—the kind that will pull your patrons to the edge of their seats! Communicate with your nearest Universal Exchange today!

UNIVERSAL'S TRUE HISTORY CHAPTER-PLAY

Gladys Walton as "Second Hand Rose"

(*Continued from Page* 36)

THUMB-NAIL THEME

LITTLE ROSIE QUINN'S playmate wasn't so Irish as herself. His name was Nat Rosenstein. But they played together like a brother and sister and when Rosie's mother died it was "Old Man" Rosenstein, owner of a second hand shop, who adopted Rosie and gave her the privilege of working in his shop just like his own daughter. Rosie led a hard life. Everything was second hand for her, even pleasures. When Rosenstein got sick and hard up and Nat was in trouble over stolen goods it was Rosie who was told to marry Tim McCarthy, a middle-aged Irishman, fairly well off because he had money enough to save the store from creditors. Rosie said "Yes" bravely, but when she thought of her sweetheart she cried and when McCarthy told her he was a "second hand husband" that was worse. But Cupid has a way even in a second hand store.

GLADYS WALTON
in "SECOND HAND ROSE"
A UNIVERSAL PICTURE

TELL 'EM ABOUT——

1—Gladys Walton, who made the flapper comedy-drama famous and now has turned to deeper characterization in "Second Hand Rose."

2—The popularity of the song which millions have sung or played and the rest of the world has heard; one of the real song hits of all time.

3—The novelty of the innovation; pictures have entered every field of literature and real life for material, but this is based on a popular melody far more familiar to the average public than any novel, play, short story, poem or anything else.

4—The direction of Lloyd Ingraham, the man who directed "Lavender and Old Lace," a picture with a real sentimental appeal, and most of the biggest Carter de Haven and Douglas MacLean successes.

5—The fact that in preparing the story A. P. Younger did not lose one single feature of "Second Hand Rose" herself as the public knows her from the song—it's simply the song visualized to perfection.

FOR THE HERALD

SECOND HAND clothes, second hand food, second hand husband, second hand wedding ring, second hand love!

Rosie had despaired of ever finding anything new. Might as well hope for a million dollars as a new dress or a new pair of shoes. She was a little Irish girl, whose mother had died and she had been adopted by Isaac Rosenstein, the father of her little playmate, Nat. But Rosenstein's kindness was expressed chiefly in giving her the privilege of working all day in the store and all evening with housework that he would give to his own daughter.

Her childhood had been filled with second hand pleasures.

Her present was filled with second hand hope.

Her future threatened a second hand love with a second hand husband. To be sure, he was an Irishman, but he was middle-aged and had been married once already. Couldn't even get a brand new husband!

Old Rosenstein lay on his sickbed with wistful eyes. He knew that his second hand store would be gone if he couldn't get on his feet or get enough money to run the store while he was sick. Only Rosie marrying Tim McCarthy would save the day. And Rosie said "yes!"

But there came a day when Rosie rode in a brand new Ford with a brand new husband to a brand new home with no second hand worries mixed up with it! See Gladys Walton in "Second Hand Rose," Universal's picture of the pathetic little character in the popular "Second Avenue Hymn," published by Shapiro Bernstein & Company, coming to the ....Theatre on........................

REGARDING THE STAR

THE critics have a jolt coming, it is said.

"Second Hand Rose" is out and coming to the .... Theatre ...., with Gladys Walton in the starring rôle. It is the picture Universal has made with Miss Walton impersonating the pathetic little girl in the popular piece of the same name. Wherever pianos, phonographs and saxaphones exist, "Second Hand Rose" is known.

The jolt is this: Gladys Walton, pleasing in personality and beautiful in figure and face, has always been presented more or less in comedy-drama in which the central figure was a flapper. The pictures were meant to be entertaining, human little stories. But none of them has had in it any of the "meat" for real acting that was written into the starring rôle of "Second Hand Rose" by A. P. Younger, the man who built a story for Miss Walton around the girl of the song.

Previous vehicles have given Miss Walton little in the way of an opportunity for heavy emotional acting. The pictures were just as good, but they weren't of a deeply dramatic kind. "Second Hand Rose" is deeply dramatic. Pathos and humor are mixed in a plot of unique conception that gives the star and her supporting players plenty of opportunity for heavy work.

Miss Walton herself has always wanted to do more drama and less comedy. It has been her personal wish to have such a rôle as the one in "Second Hand Rose" with a chance to characterize definitely instead of following the lines of comedy.

Perhaps Carl Laemmle, president of the Universal Film Mfg. Co., wanted to give the little star plenty of experience before putting her into a part with vivid emotionalism in it. At any rate the time has come at last and not only has Miss Walton's personal wish been gratified, but New York and Los Angeles critics have praised the outcome.

For Our Profit's Sake

APRIL AND MAY
Exhibitors-Universal Employees Months

WE'RE CASHING IN BIG as a result of Carl Laemmle's generous offer turning over to us all Universal Exchanges, and the lion's share of the profits for April and May. Thousands of exhibitors have taken advantage of our offer to share these profits with them — and there's still time for you to come in! It means double profits to you — one at the box-office and another on your share of our profits! The more we make the more you get! For both our Profits' Sake, come in! Everything in the book goes — Jewels, Attractions, Comedies, Westerns. If you're not in yet, get in touch with us—right now!

Employees
UNIVERSAL
EXCHANGES

5/6/22

"THE ADVENTURES OF ROBINSON CRUSOE"

Episode Seven

"The Swamp of Terror"

THE Spaniards help Torquada take Crusoe from the net and take him away to the hidden city, to the Patriarch. Crusoe demands to know why he was taken prisoner. The girl listens outside as Crusoe is told by the Patriarch that he must die, for evil will come to the Spaniards if he continues to live. Crusoe believes that the girl has betrayed him, but the girl turns against the Patriarch and Crusoe realizes her innocence.

The good ship "Yarmouth," captained by Richard Gale, is returning from a trip to South America, with the owner, Charles Holding and Marion, Crusoe's old-time sweetheart, on board. Gale plots with the sailors to get possession of the ship and its cargo. Marion, now Gale's wife, overhears the plot and protests, but is forcibly silenced. At the given signal the crew mutinies, but against Gale as well as Holding.

The girl helps Crusoe escape from the cave where he is confined, but is followed by Torquada and some men. Crusoe fights them and gets away, but the girl is left behind. Crusoe takes his choice of going through "The Swamp of Terror" or going back to the Hidden Valley a prisoner, and chooses the "Swamp of Terror." Torquada follows him across the swamp filled by reptiles of all sorts and huge alligators. Crusoe is caught in the quicksands while crossing and Torquada is blinded by a storm and falls near an alligator.

While Friday searches for his beloved master, he does not notice the hurricane blowing up and while shooting at a jaguar is pinned beneath a falling palm tree. Crusoe is up to his shoulders in the quicksands. Torquada is lying a small distance off, unconscious, and with an alligator approaching him.

"TAKING THINGS EASY"

One-Reel Star Comedy

NERVY NED and his hobo valet, shaken out of their box-car suite, assist Laura to alight from the train. Later, her brooch is stolen and Ned and his valet, arriving on the scene, are mistaken for, and employed as, detectives. They sit in on a lively dinner party and everything goes well until Ned's valet succumbs to an impulse to steal some of the guests' jewelry.

The theft discovered, Ned gets a reputation as a clever sleuth by returning the plunder instantly. The real detectives arrive and chase Ned and his valet through the house to a closet, where they find the real thief. Ned restores Laura's brooch and all ends well.

"CHEERFUL CREDIT"

Starring **BROWNIE, the Wonder Dog**

Two-Reel Century Comedy

BROWNIE'S entire life consists of caring for his little pal, moving into wonderful "credit" apartments—and ousting the credit agent, when he comes to put his master out into the street.

It all started when Brownie's mistress began getting restless in her present apartment and seeing an advertisement that gave her all the credit she wanted—she moved into a home that made a Fifth Avenue mansion look like a shanty. Thus Eddie, her faithful little husband found himself on the same par with the biggest bankers of his day.

However, credit companies stand even for a limited amount—and that amount had been reached by Bartine, the extravagant wife. So they send some strong-arm men to place them under arrest. But Brownie—ever on the alert—saves them from this fate, but they soon learn that: "A chair in the home is worth four in the street."

IT'S A CENTURY"

"RED HOT RIVALS"

Two-Reel Century Comedy

Starring **LEE MORAN**

LEE is the village fireman, whose checkers come before the town fire. However, the man whose place is burning figures if Lee doesn't come to his fire he will take his wheeled restaurant to the fire chief. And he does!

Lee's firemen are the finest the county can boast of — the two of them. When it comes to finding the hydrant they can't do it — just because some careless automobilist placed an ash can over it.

The village belle is wooed by Lee and the town sheriff, but Lee seems to be holding the winning hand. He invites Bartine to have dinner with him on the back part of the engine, to which a coffee urn and a cake oven is attached.

A roaring fire causes Lee and his faithful followers to go to the rescue, but an untimely explosion brings the house down—in the words of the actor—and Lee's lone rival and himself dig themselves out from under the debris.

"IT'S A CENTURY"

"WITH STANLEY IN AFRICA"

Chapter Fourteen

"The Lair of Death"

JACK manages to grab Nadia from the landslide. Harden offers to aid them to reach their destination and they are forced to accept. Meanwhile, Livingstone ends his long march and arrives at Ujiji, where he has left a store of supplies. He finds that, in his absence, a faithless Arab has sold his goods.

Harden goes to Nadia's tent and tries to win her confidence. She suddenly recalls the unpleasant circumstances attending her original meeting with him in New York and spurns his advances. He is pressing his attentions upon her, when his men come in and tell him that Jack has been lost on the desert. Harden and Nadia organize a search party. Hassan sees Harden is leading the relief party in a direction opposite to the one Jack took. He tries to warn Nadia of Harden's trickery, but an Arab waylays him.

Harden and Nadia become separated in a sandstorm. She falls from her horse and rolls into a hollow in the sand which is filled with poisonous vapors, seeping through the earth from an extinct volcano.

"WITH STANLEY IN AFRICA"

Chapter Fifteen

"The Good Samaritan"

HARDEN finds Nadia. He slides down the sandy slopes to her, but is overcome by the fumes before he can get her out. His Arabs, searching for him, fire their rifles as a signal. Jack, who has been lost, hears them and heads for the place. He arrives in time to rescue them.

On November 10, 1871, Stanley enters Ujiji. There he at last finds Livingstone and the knowledge that all his work and suffering have not been in vain is indeed good. He brings letters and news to the missionary, who has been shut off from the world for many years.

Jack and Nadia arrive with Harden. Nadia is overcome by her weary journey and has a fever. Jack finds a place for her and goes to report their safe arrival to Stanley. Night comes. Hassan, guarding the hut where Nadia lies, is attacked and stabbed. He manages to crawl to where Jack is in conference with Stanley. He tries to tell Jack what has happened to Nadia, who has disappeared, but he dies in his arms without finding words.

MAKE SURE YOU GET YOUR SPECIAL COLORED PRESS SHEET

on this splendid picture.

READ
AND USE
THE
BIG
SONG
TIE-UP
!

CARL
LAEMMLE
presents

GLADYS WALTON

in a beautiful Screen version
of the Famous Song Success

"Second Hand Rose"

DIRECTED BY LLOYD INGRAHAM
UNIVERSAL ATTRACTION

"FOOLISH WIVES"

In Milwaukee---

"FIRST opportunity I have had to comment so favorably on any picture. I was actually stunned by record-breaking results of the opening today. Although we are situated on the outskirts, the picture drew people from every part of town. We couldn't handle the crowds. What pleases most is the excellent opinions of the patrons. Its exploitation possibilities can't be beat!"

EMPIRE THEATRE.
Milwaukee, Wis.

Presented by
Carl
Laemmle

By and with
Von Stroheim

UNIVERSAL SUPER JEWEL

The MOVING PICTURE WEEKLY

VOL. 15 NO. 13
MAY 13, 1922

Priscilla Dean
in
"UNDER TWO FLAGS"
Coming
UNIVERSAL JEWEL

COMING!

CARL LAEMMLE
will present

RAMSEY WALLACE
RUSSELL SIMPSON
GERTRUDE CLAIRE

HOUSE PETERS

GEO. HACKATHORNE
MARY PHILBIN
EDITH HALLOR

and an all star cast in

"Human Hearts"

The Play by Hal Reid that made millions weep and laugh
Produced as the greatest heart picture ever made

UNIVERSAL JEWEL **Directed by KING BAGGOT**

ALL ABOARD FOR PROFITVILLE!

APRIL MAY UNIVERSAL EMPLOYEES SPECIAL APRIL MAY

ARE YOU ABOARD this Special? The exhibitors who have joined us in sharing the lion's share of the profits of business done by the Universal Exchanges during April and May are well on their way to Profitville.

Our plan of sharing our profits with exhibitors has been gratefully taken advantage of by thousands! These will make a nice bit of money during April and May—a foundation of prosperity for the coming summer!

Come in and see us! We have the most liberal proposition you ever heard of on the greatest array of pictures ever listed! See us today!

Employees

UNIVERSAL EXCHANGES

“What more could a

New York American
3 CENTS
PAY NO MORE
AMERICA FIRST
GEN.
BOY
BULLETS ACROSS UNTIL IS SHO
SECTION FOUR EIGHT PAGES
THE NEW YORK HERALD
NEW YORK SUNDAY, APRIL 30 1922
SPORTING
PENN'S HALF MILERS RACE TO VICTORY AND
RED SOX BEAT YANKEES
Larry Brown
The World.
NEW YORK MONDAY, MAY 1, 1922
PRICE TWO CENTS
ALLIES AGREE ON TERMS TO RUSSIA; LATTER DECLARES SHE WON'T SIGN
2 DIE, MANY HURT
BOY SLAYS CHUM
TELEGRAM SPECIAL
The Evening Telegram
TELEGRAM SPECIAL
NEW YORK MONDAY MAY 1 1922 SIXTEEN PAGES
BATTLE DRAWS NEARER
The Evening World
CITY EDITION. RACING HANDICAPS AND CONSENSUS
"Circulation Books Open to All."
NEW YORK, MONDAY, MAY 1 1922
PRICE THREE CENTS
NEWS EXTRA
The Globe and Commercial Advertiser.
NEWS EXTRA
NEW YORK MONDAY MAY 1, 1922
U.S. FOR BY CHIN ON WAY
CASE AGAINST JUSTICE STRONG
EIGHTH EDITION
NEW YORK JOURNAL
EIGHTH EDITION
2 DIE, 20
BULLETIN EDITION
The Sun
BULLETIN EDITION
NEW YORK, MONDAY, MAY 1, 1922
PRICE THREE CENTS
ALIBI DEFENSE TO BE USED IN
DOOMED MEN PROTEST MOVING CLOCK AHEAD
2 DIE, 30 HURT AS FIRE SWEEPS A TENEMENT
Police Reservist Shot by Wife Who Whistles to Be Arrested
BOY KILLS CHUM IN DUEL OVER CAN OF SOUP
SOVIET STAND MAY BREAK UP GENOA PARLEY

LON CHANEY

movie goer ask ?"

Writes Don Allen in Evening World

Wildly Acclaimed by N.Y. Papers

"Rarely has an audience gasped so much. Makes the old heart pump more wildly---a leaf from the master book of David Belasco Something that men as well as women won't forget easily."
—Evening Sun.

"Thrills galore--exciting stuff. What more can a movie-goer ask? Well worth your while.
—Evening World.

"Just the kind of thing to attract and hold the crowds"
—World.

"Chaney claims and wins his proper place on the screen. Never more realistic in any role.
—Evening Journal.

"One of the best fights on the screen. Gripping--and film fans love to be made to tremble."
—Herald.

"Exceptionally interesting story. Actor of extraordinary ability."
—American.

"Laid amid scenes of exceptional beauty."
—Evening Telegram.

Hailed as a Sensation by the Public
Playing to Capacity at Shubert's Central, N. Y. City

UNIVERSAL-JEWEL

Presented
by
arl Laemmle
in

The TRAP

Pep! in
at

APRIL AND MAY
Exhibitors-Universal Employees Months

Carl Laemmle
presents

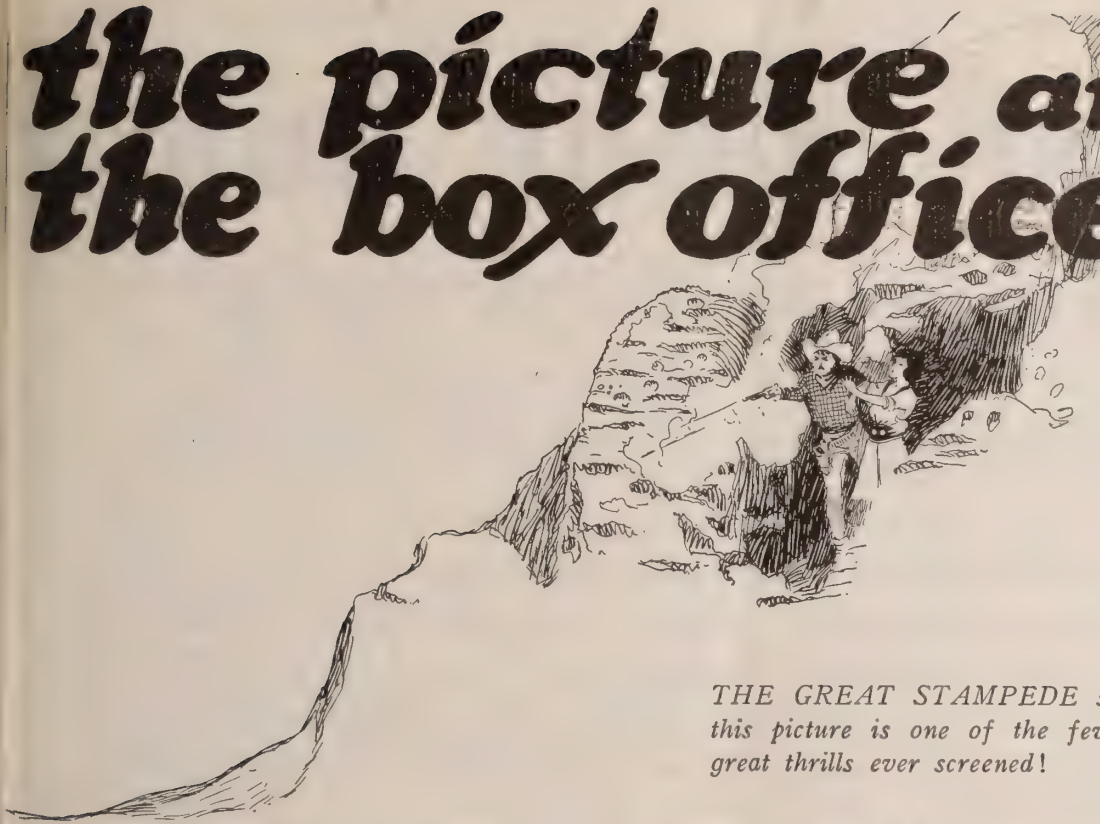
"MAN t

Directed by Stuart Paton

UNIVERSAL

$7,000 In Prizes for Serial Exploitation Ideas! Send In Your Name Today.

the picture and the box office!

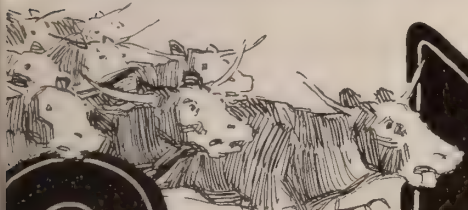


THE GREAT STAMPEDE scene in this picture is one of the few really great thrills ever screened!

FOR THRILL, the tingle of Big Adventure, and good, clean romance, there never was a better Western made than this one! And the way it is mopping up at the box-office for exhibitors all over the country is proof of its appeal to the fans! Book it—exploit it—and it will get you your share of the money. DO IT TODAY!

HARRY CAREY

and a superb cast including Lillian Rich, Harold Goodwin, Charles LeMoyne and others in a stupendous drama of adventure in the Far West.



O MAN"

JEWEL

from the famous novel by Jackson Gregory

Smash Your Summ

No. 280.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

WITH the finest first run theatres in the country going wild with delight over the new series of two-reel features known as "The Leather Pushers," you're not gambling a cent when you run these at the rate of one every two or three weeks during the summer.

You're playing a sure thing!

I don't know of any type of picture of any length better fitted to boom your summer business than this amazing collection of knock-outs.

What are "The Leather Pushers"?

Well, a leather-pusher is a pugilist. Many a pugilist is a rough-neck with cauliflower ears---but not the hero leather-pusher in our series.

H. C. Witwer wrote a series of stories for Collier's Weekly, taking as his hero a clean-cut, young college fellow who suddenly lost his money and went into the prize ring to recoup his fortune. It was one of the best series of short stories ever published. The great trouble with it, as far as moving pictures were con-

er Box Office Record

cerned, was the great difficulty in finding an actor to play the lead.

But Harry Pollard discovered the right man in Reginald Denny---in fact, the only actor I ever saw who fits it to perfection. The men say he is a corker. The women cheer for him. And the boys and girls are crazy about him.

Each episode is a little story in itself, but nevertheless each one is called a "round." Each round contains a whale of a boxing match, the kind of stuff that makes the people yell as though they were looking at a real scrap instead of a moving picture. And mixed all the way through the series there is the necessary love story and plenty of comedy.

Red-hot scrapping—love—comedy—can you think of a better combination to boost your summer business?

After you have used one episode, I'll guarantee that you will find the results so amazingly good that you yourself will volunteer to advertise the coming of the next episode even more than you exploit your feature picture. That's how good "The Leather Pushers" is.

If you haven't seen any of them, send word to the nearest Universal exchange this minute, arrange to see "The Leather Pushers" and, take it from me, you'll see THE TREAT OF YOUR LIFE!

COMING UNIVERSAL-JEWELS

to be presented by
CARL LAEMMLE

Priscilla
Dean

in a magnificent picturization of Ouida's World-famous novel with a superb cast headed by Jas Kirkwood. Directed by Tod Browning

"Under Two Flags"

A New One by Von Stroheim

An All-Star Cast featuring
House Peters
in

"The Storm"

From George Broadhurst's production of Langdon McCormick's Broadway sensation. Cast includes Matt Moore, Virginia Valli, and Josef Swickard
Directed by Reginald Barker

House Peters
and an All-Star Cast in

"Human Hearts"

Hal Reid's famous Stage Play made into a Superb Drama by King Baggot, Cast includes Edith Hallor, Russell Simpson, George Hackathorne, Mary Philbin, Gertrude Claire and others

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION - PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

Paul Gulick, Editor.
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Vol. 15 MAY 13, 1922 No. 13

Universal Moviegrams

IT is something of a novelty to play the same part in a stage premiere and the screen version of the same play. That experience was assured to Kingsley Benedict, who opened with "The Suburban" at McVicker's Theatre in Chicago twenty-two years ago, and will play the same part in the all-star cast of this forthcoming Jewel.

LILLIAN RICH has been assigned to play opposite Frank Mayo in the picture which has just been started at Universal City, "Afraid to Fight," by Lee Renick Brown.

UNIVERSAL has changed the name of Courtney Ryley Cooper's story, "The Land of the Lost," with Hoot Gibson as star, to "Step On It."

HOBART HENLEY has been assigned to direct a Jewel picturization of Booth Tarkington's brilliant novel, "The Flirt."

UNIVERSAL has bought two new stories for future production—"Broken Chains," a magazine story by William Bechdolt, and "Wolf Law," a novel by Hugh Pendexter.

REPORTS from Universal City are to the effect that Priscilla Dean's forthcoming Jewel, "Under Two Flags," will be the most artistic Jewel, "Foolish Wives" not excepted, that Universal ever turned out.

HAVING finished the picture, "In the Days of Buffalo Bill," Art Acord will be seen in four Northwest Mounted Police stories for Universal, entitled "The Beloved Adventurer."

TWO days after William Desmond signed a contract to play the lead in Universal's chapter-play, "The Great Conspiracy," he was injured in a fall into the river at Truckee, where the first scenes for this Alaska serial were being "shot."

A REAL "all-star" cast is supporting Lon Chaney in his newest Jewel release, "The Trap." This includes Irene Rich, Allen Hale, Herbert Standing, Dagmar Godowsky, Frank Campeau, Spottiswoode Aiken and little Stanley Goethals.

ERICH VON STROHEIM is searching for the Emperor Francis Joseph's state coach, which is said to be somewhere in America, for use in his next Jewel production. Erich will be glad to exchange extensive publicity for its use.

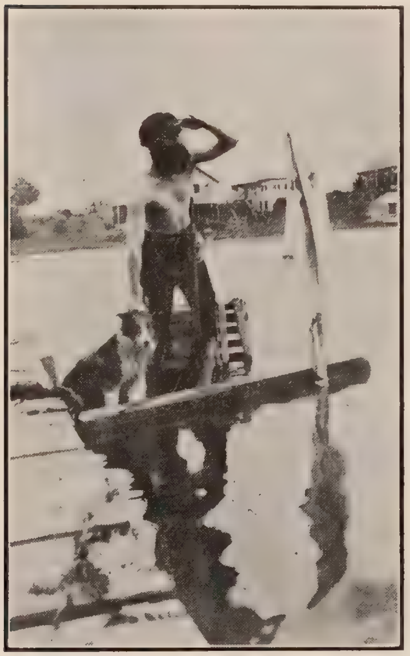
KENNETH HARLAN is to appear opposite Marie Prevost in "They're Off," a racing story by Barnard Hyman, soon to be started at Universal City under Stuart Paton's direction.

EDWARD LAEMMLE, who has been remarkably successful in directing such chapter-plays as "Winners of the West" and "In the Days of Buffalo Bill," has been assigned to direct Gladys Walton in "Top o' the Morning," a screen adaptation of the stage play by Anne Caldwell. The reason is that Eddie Laemmle made his serials just like features.

MARRIED—Hoot Gibson, Universal's Western star, to Helen Johnson, member of Pat Rooney's vaudeville act, at Riverside, California, on Thursday, April 20th. Congratulations!

APRIL
AND
MAY
Exhibitors-Universal Employees Months

Winners For Third Week



D. L. Suddath's Novel Ballyhoo for Amusu Theatre, Natchitoches, La.

GAINING momentum each day, the third week of Universal's $7,000 Prize Competition for Exploitation Ideas on "Robinson Crusoe" has closed, revealing another quartet of enterprising showmen, winners of individual cash prizes of fifty dollars, and who are qualified entrants for the monthly major awards of $450, $300 and $200. This week's winners are: D. L. Suddath, Amusu Theatre, Natchitoches, La.; Ray Harding, Casino Theatre, Des Moines, Ia.; Y. J. A. Smith, School Auditorium, Lowell, N. C., and Lew Rovner, Lyric Theatre, Camden, N. J. Many contestants submitted excellent exploitation ideas on the Universal chapter-play, but as only four cash prizes could be awarded, the judges decided the less-fortunate exhibitors should be awarded honorable mention.

MR. SUDDATH, of the Amusu, Natchitoches, La., usually introduces a serial by presenting a free show for the opening episode. For "The Adventures of Robinson Crusoe," however, he inaugurated a novel, interest-arousing campaign by tying up with the Boy Scouts. He offered the Boy Scouts one-third of the entire opening-day receipts if they would sell tickets for that date and interest town people in the show. A month's pass was awarded to the Scout selling the greatest number of tickets, and a two-weeks' pass given to the Scout selling the second highest number. He had two sets of tickets made, and to each person buying a seat for the opening (Monday), another was given for the Wednesday show—or two admissions for the price of one. His opening day's attendance was more than 600.

Natchitoches is situated on a lake 35 miles long. Mr. Suddath's theatre faces this lake with only the width of street and neutral ground between. He advertised that "Robinson Crusoe" would arrive on his raft at four o'clock, a few minutes before the picture was to be shown. (A picture showing the arrival of Crusoe and his dog on the raft is shown above.) After the feature, and just before the chapter-play was shown, Robinson Crusoe went on the stage, thanked the optience for its presence, and expressed a desire to see them all back every Monday to follow his adventures.

THIS WEEK'S WINNERS

D. L. Suddath, Amusu, Natchitoches, La.

Ray Harding, Casino, Des Moines, Ia.

Y. J. A. Smith, Auditorium, Lowell, N. C.

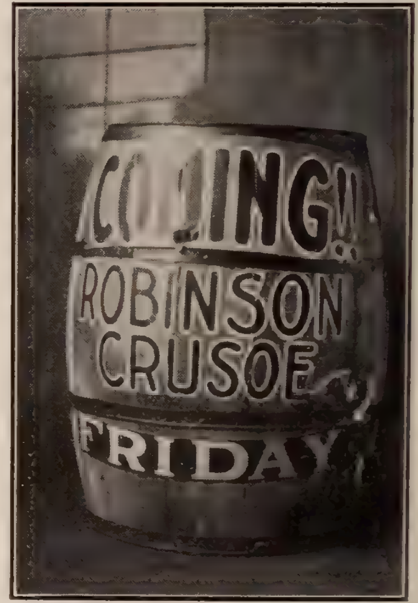
Lew Rovner, Lyric, Camden, N. J.

RAY HARDING, manager of the Casino Theatre, Des Moines, Ia., another $50 prize winner, obtained a strong letter of recommendation on the Crusoe chapter-play from the secretary of the Iowa State Teachers' Association, and sent it to every school teacher and principal in his town, enclosing heralds and puzzles and rulers. One ruler and one puzzle was to be given to the best girl and boy in each room. It was announced that free puzzles and rulers would be given free to the first children arriving at the Casino Theatre for the Friday and Saturday shows. The letter from Charles L. Pye, secreary of the Iowa State Teachers' Association, which was read to every pupil in the school, contained this paragraph:

"To the Teachers of Iowa:

"The chapter-play, 'The Adventures of Robinson Crusoe,' has recently been released by the Universal Film Exchanges and should be seen by every school child. It is a picture of this sort (filming of historical events), being educational and entertaining, that aids the public schools in the cause of education."

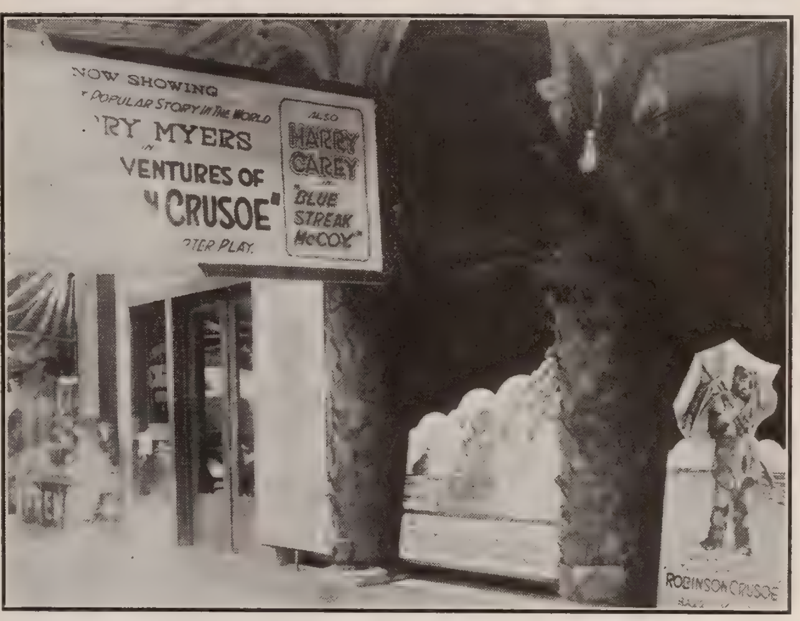
Mr. Harding instituted a thorough follow-up system whereby he could tell how effective was the distribution of his hand bills and souvenirs. His exploitation was not, however, confined to the schools; smashing lobby and front displays and an effective ballyhoo proved instrumental in arousing



Prize Winning Exploitation Stunt of School Auditorium, Lowell, N. C.

In $7,000 Crusoe Contest

general interest in the chapter-play. He obtained a generous amount of free publicity in local newspapers and opened to capacity business.



Ray Harding's Artistic Lobby for Casino, Des Moines, Ia. Note Effective Use of Palm Tree Decorations.

Y. J. A. Smith, superintendent of Lowell (N. C.) Public Schools, is an exhibitor of many years' standing and, incidentally, a 100 per cent Universal showman. His exploitation for "Robinson Crusoe" was novel in the extreme, and earned him one of this week's $50 cash prizes. Illustrations are shown on pages 10 and 13. His letter, explaining his campaign, reads:

"Supposing you were to see an ordinary old sugar barrel on the corner with a sign pasted on it. Suppose the barrel were to move in your direction; slowly at first, then pretty lively. You couldn't see a sign of life about it, except it was just moving. What would you do?

"The fellows here say their hats wouldn't stay on when they saw the above yesterday. They laughed, commented, stared; crowds watched it move up and down the streets; some looked as if they would enjoy throwing a rock at it. In fact, 'The Barrel Stunt' was the talk of the town before we played 'Robinson Crusoe.' Here is how we put it over:

"1. About a week before play-date we announced before student body that 'Robinson Crusoe' was coming in twelve chapters. The following morning at chapel one of our primary instructors told very beautifully the story of Robinson Crusoe. Advance 1-sheets were put up.

"2. Two days before play-date large heralds (see illustration on page 13), except heading read 'Friday' instead of 'To-night,' were put into every home. The old 'Barrel Stunt' was pulled about 4.30 P. M. the day before the performance.

"3. Large heralds, with different headings, were put in every home. 'Old Barrel' came out again; finally it was tied in front of radiator of auto and driven through town.

"Result: One hour before performance the yard was lined up with happy youngsters. It took two men to sell tickets as the crowds pushed their way into the auditorium. Every one was well pleased with the programme.

"You may be interested in knowing how we made the barrel move. A pair of roller skates was bolted through a 2x4 block, which was, in turn, bolted to the bottom of the barrel. Two holes were bored through opposite sides of the barrel, through which a rope was tied.

(Continued on Page 13)

LYRIC
Today The Adventures of "ROBINSON CRUSOE"
FRANK MAYO IN "TRACKED TO EARTH"

Lew Rovner, His Ballyhoo and Lobby Display Which Earned a Fifty Dollar Prize for the Manager of the Lyric, Camden, N. J.

The Race Gets Closer and Hotter!

Four more live showmen collect $200 this week!

THE THIRD week of Universal's Great $7,000 Cash Prize offer for the best exploitation ideas on "The Adventures of Robinson Crusoe" has come and gone—and four more live showmen are ahead by $50 each! Next week comes the big news! Some exhibitor is going to see his name in The Moving Picture Weekly as winner of the first big monthly prize of $450, or $500 in all, for his prize money for the first month. Two others will get $300 and $200 each, as first and second prizes. Who will they be? YOU still have a chance if you hurry!

Get your name in today! Send it to the Serial Manager, Universal Film Mfg. Co., 1600 Broadway, New York City, and get in on some of this soft prize money. When you send in your idea, send photographs of it, your theatre, and yourself!

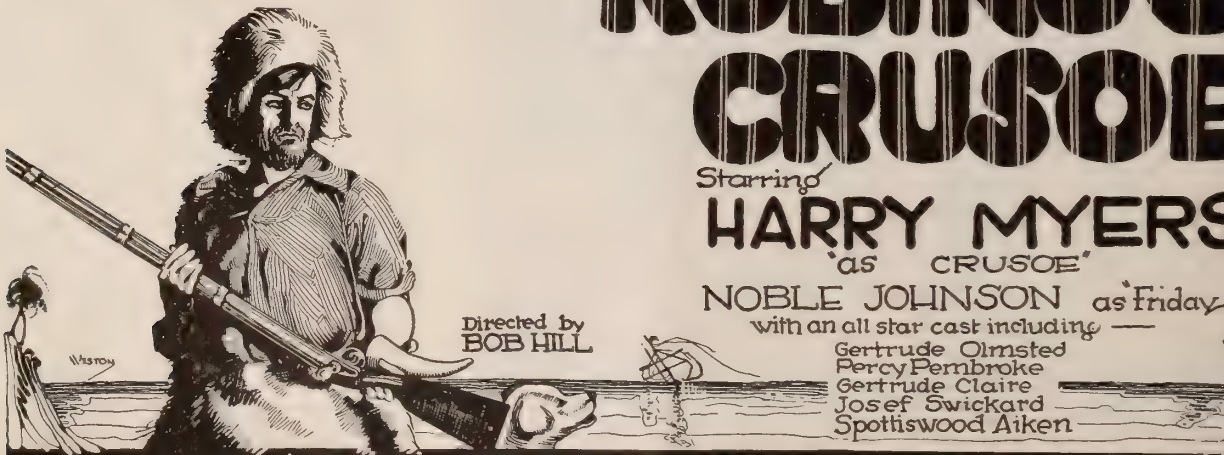
There are still three months to go—and more than 60 prizes of from $50 to $500 to give away!

NAMES
of third week's prize winners will be found on
PAGE 10

So get your name in NOW!

"Carl Laemmle presents
The Adventures of
ROBINSON CRUSOE"

Starring
HARRY MYERS
"as CRUSOE"
NOBLE JOHNSON as "Friday"
with an all star cast including —
Gertrude Olmsted
Percy Pembroke
Gertrude Claire
Josef Swickard
Spottiswood Aiken



Directed by
BOB HILL

APRIL
MAY
Exhibitors-Universal Employees Months

UNIVERSAL'S GREAT CONTINUED FEATURE

Week's Prize Winners Announced

(*Continued from Page* 11). The smallest, toughest boy we could find sat on the rope and pushed the barrel on the ground to regulate speed. A small hole was bored under the letter 'M,' through which he could see. No part of the boy could be seen at any time.

"'Winners of the West' made us more money than any picture we have ever booked. I sincerely believe 'Robinson Crusoe' will double the attendance of 'Winners of the West.' We're booked for four months and 100 per cent. Universal. No exchange has ever given us the *quality programmes and right prices* that we receive from Universal. We're sold. 'There's a Reason.'"

LEW ROVNER, manager of the Lyric Theatre, Camden, N. J., another of the third week's $50 prize winners, staged a parade, essay contest and instituted an effective newspaper teaser campaign, as well as designing an artistic lobby and using a Crusoe ballyhoo. His exploitation campaign was as follows:

Two weeks before play-date Mr. Rovner started a teaser campaign in his local newspapers and ran boxes on different pages, changing the text every second day. Six days prior to opening he tied-up with a local bookstore, which featured a display of the book "Robinson Crusoe." The ads proved so effective that the book shop sold nearly two hundred copies of the book. Simultaneously Mr. Rovner obained permission from school principals to stage an essay contest on Robinson Crusoe. One of the conditions was that all contestants must meet at a certain place, march in a body to the theatre, and there purchase a ticket.

TO-NIGHT

School Auditorium **Friday Night**

THE ADVENTURES OF ROBINSON CRUSOE

THE WORLD'S MOST MARVELOUS CHAPTER PLAY.

The amazing adventures of the best-loved hero of all times, in a chapter play that will bring happy memories of youth to all growuups and the tingle of healthy thrills to boys and girls of all ages. Imagine ROBINSON CRUSOE brought to life - find and thrill with him in his marvelous adventures on high seas and his lonely island!

In bringing this splendid picturization to the school, we feel certain that we are offering this community the clean, healthy type of chapter play that parents, teachers and pupils are eager to see. Twelve chapters of Romance, Education, and keen enjoyment in the immortalized story of the world, bringing to life Crusoe, Friday, Pegleg, One-Eye, Black Tom, and other notable characters of fiction.

Bury your troubles and stride for a few hours—re-live the pleasures of childhood by seeing "The Adventures of Robinson Crusoe" each week at the School Auditorium.

DOORS OPEN AT 7:30 SHARP THURSDAY NIGHT. THE FIRST 15 MEN AND WOMEN TO ENTER THE DOOR WILL BE ADMITTED FREE.

A GOOD COMEDY EACH NIGHT IN CONNECTION WITH THE GREAT CHAPTER-PLAY

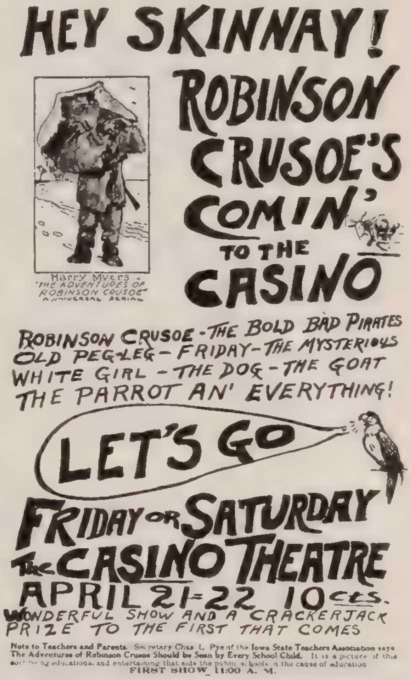
Special music by the Walker-Coffey Company

THE LOWELL PRESS LOWELL N C

Herald Used to Good Advantage by Y. J. A. Smith, of Lowell, N. C.

So intense was the interest that police had to handle the parade, which attracted huge crowds of children and adults who followed the procession to the theatre. Money and ticket prizes were awarded for the best essays. A Robinson Crusoe ballyhoo and banners and stickers on automobiles and busses served to attract considerable attention to the Universal chapter-play. Three thousand heralds were distributed. Instead of using the 24-sheet for a lobby display, Mr. Rovner had painted a water-color flat representing a scene on Crusoe's island.

Y. J. A. Smith, Supt. of Lowel (N. C.) Public Schools, and $50 Prize winner.



HEY SKINNAY!

ROBINSON CRUSOE'S COMIN' TO THE CASINO

ROBINSON CRUSOE - THE BOLD BAD PIRATES
OLD PEG-LEG - FRIDAY - THE MYSTERIOUS
WHITE GIRL - THE DOG - THE GOAT
THE PARROT AN' EVERYTHING!

LET'S GO

FRIDAY OR SATURDAY
The CASINO THEATRE
APRIL 21-22 10 cts.
WONDERFUL SHOW AND A CRACKERJACK
PRIZE TO THE FIRST THAT COMES

Note to Teachers and Parents. Secretary Chas. L. Pye of the **Iowa State Teachers Association** says **The Adventures of Robinson Crusoe Should be Seen by Every School Child.** It is a picture of this sort being educational and entertaining that aids the public schools in the cause of education

FIRST SHOW 11:00 A. M.

Harry Myers - "The Adventures of Robinson Crusoe" A Universal Serial

Ray Harding's Handbill on "Robinson Crusoe" for Casino, Des Moines

UNIVERSAL extends its congratulations to the exhibitors fortunate enough to win one of the $50 prizes this week. To those who received honorable mention, Universal extends regrets that there were not more prizes, but advises these contestants to keep trying for another award later. If you don't win a prize on your exploitation for the first chapter you are still eligible to compete for a prize at any time during your presentation of "The Adventures of Robinson Crusoe." Those receiving honorable mention are: J. R. Taylor, Amuzu Theatre, Big Stone Gap, Va.; Louis J. Lieb, Diamond Theatre, Cresson, Pa.; the manager of the Downer Theatre, Milwaukee, Wis., and the manager of the Regent Theatre, Milwaukee, Wis.

Next week the Moving Picture Weekly will announce the three major-prize winners for the first month of Universal's $7,000 Cash Prize Offer on Exploitation Ideas for "Robinson Crusoe." Look for the announcement of the big winners! Meanwhile, don't stand by and watch the other exhibitor win the prizes—get busy yourself and get your share of the big money. If you wish to enter, send your name at once to Serial Contest Manager, 1600 Broadway, New York City.

WHAT HARD-BOILED

"SUSPENSE IS TERRIFIC!"
NEW YORK MORNING TELEGRAPH

"BRINGS SPECTATORS OUT OF THEIR SEATS!"
N.Y. EVE. TELEGRAM

"BIG THRILL!"
SEATTLE STAR

"CATCHES YOU GRIPPINGLY!"
NEW YORK HERALD

"FLAMES VIVIDLY!"
NEW YORK DAILY NEWS

"GORGEOUSLY ENACTED!"
LOS ANGELES EXAMINER

"THE BEST YET!"
KANSAS CITY STAR

"LOTS O' THRILLS!"
TOLEDO NEWS-BEE

"GRIPPING!"
LOS ANGELES EXPRESS

Car
of

PRIS

DE

IN

"Wild

A STUPENDOUS PICTURIZATION
OF CYNTHIA STOCKLEY'S
FAMOUS NOVEL

APRIL AND MAY
Exhibitors-Universal Employees Months

BOOK IT TODAY!

A SUP
UNIVERSAL

REVIEWERS SAY!

"CRASHING THRILL!"
LOS ANGELES TIMES

"INTENSELY EXCITING!"
TOLEDO BLADE

"PREPARE TO GASP!"
MILWAUKEE JOURNAL

"A SUPER THRILLER!"
NEW YORK JOURNAL

"THRILLING!"
LOS ANGELES RECORD

"MASTERFUL!"
SEATTLE TIMES

"THROBS WITH REALISM!"
WISCONSIN NEWS

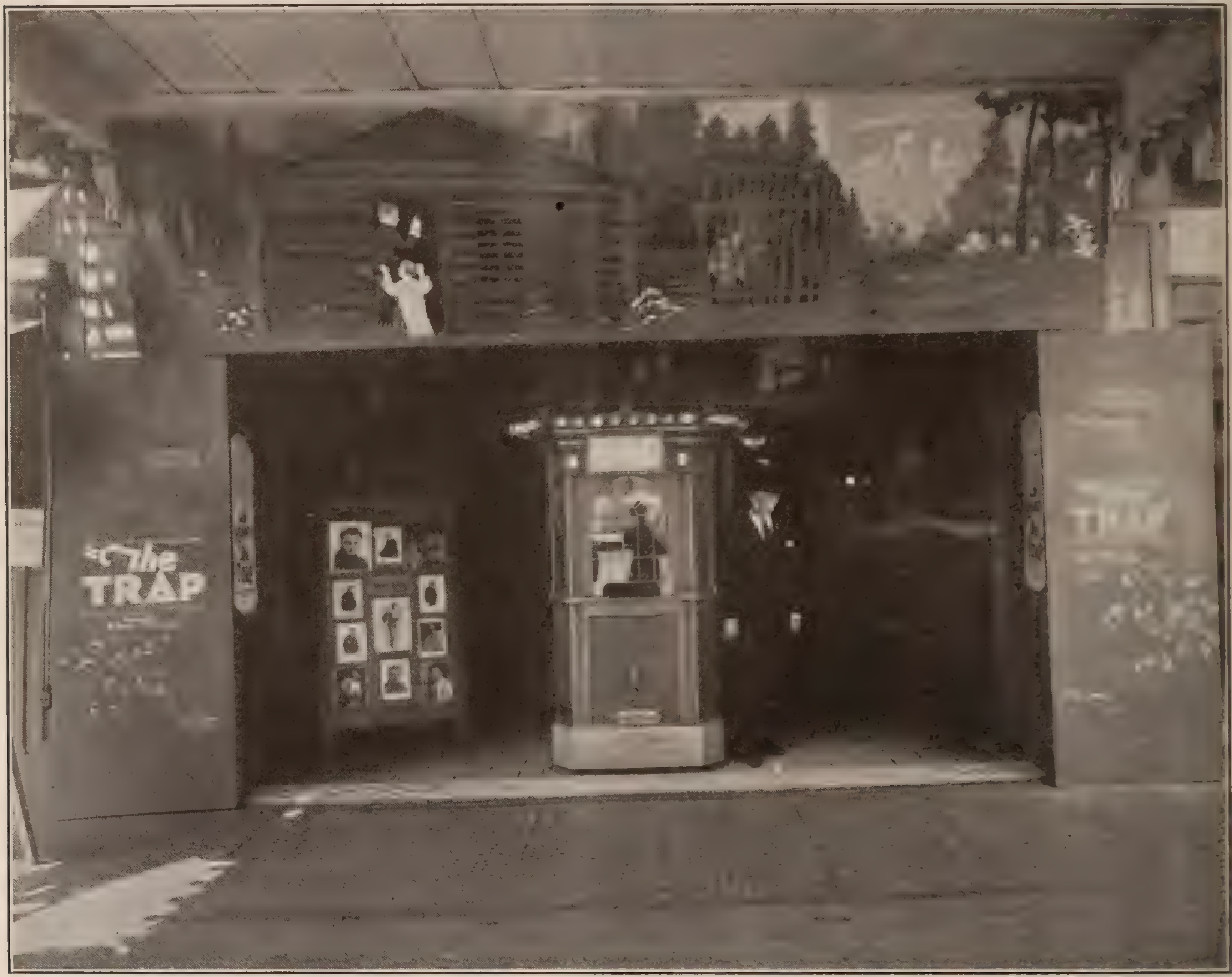
"THRILLING! BREATH TAKING!"
TOLEDO TIMES

Laemmle
ers
CILLA
AN
Honey

DIRECTED BY
WESLEY RUGGLES

RB
EWEL

DONT DELAY!



Manager Andrew J. Cobe's Splendid Lobby for "The Trap" at Central Theatre, New York City, The Wolf's Eyes Flashed by Means of Red Electric Lights and Similar Bulbs Were Placed in Windows of Cut-out of Shack.

"The Trap" Huge Success at Central

Lon Chaney's Universal-Jewel Praised By Public and Press---Splendid Presentation Arranged by Andrew J. Cobe

LON CHANEY'S big Universal-Jewel production, "The Trap," had its premiere in the Central Theatre, Broadway and Forty-seventh street, last Sunday, and surprised Universal officials, the theatre management and others by its immediate success with the picture-going public. "The Trap" is a sure box-office hit, if the crowds which flocked to the Central Sunday night, and broke house records Monday night, can be taken as an indication of the picture's drawing power.

Manager A. J. Cobe of the Central Theatre, accompanied the presentation of "The Trap" with a prologue faithfully reproducing the atmosphere of the film. This prologue consisted of a North Woods scene, including a trapper in his canoe and his sweetheart on the bank of a little mountain stream. The two sang forest songs.

"The Trap" is hailed as Chaney's masterpiece by critics and by the public. His ability as an emotional actor never before had to stand such a test of sustained drama, is the consensus of opinion. Where he has been known heretofore as an exponent of deep-dyed villain rôles, "The Trap" shows him in a more sympathetic light, and has given him the opportunity to prove he is not merely a "heavy," but a versatile actor, able to handle any kind of a role. In this Universal feature, his characterization varies from that of a care-free son of the woods to that of a revengeful recluse.

CHANEY'S acting, the beauty of the settings, and the thrills and appeal of the story all came in for praise at the hands of the reviewers. The plot, direction, acting, scenic beauty and atmosphere all received overwhelming praise from the particularly discerning motion picture editors and reviewers of the New York dailies.

Universal Signs New Contract With Century

"U" to Release Fifty-two Super Comedies Starring Baby Peggy, Brownie, Johnny K. Fox, Lee Moran and Queenie, the Horse

UNIVERSAL announces it will release fifty-two extraordinary two-reel Century comedies during the coming year. This contract was signed on Saurday, April 29, and orders have already been wired to the Coast giving the outlines of a most original and elaborate two-reel programme for the coming season. No expense is to be spared in making Century Comedies the best on the market and in keeping up the prestige they have gained during the last twelve months when they have more than doubled the expectations of both Century and Universal executives as popularity winners and money makers.

"The demand for certain kinds of Century Comedies by the first-run houses all over the country has exceeded the supply," said President Carl Laemmle of Universal. "We receive daily letters from our exchanges and from the theatre owners themselves asking for more and more of this product and can only commend the business acumen and knowledge of human nature displayed by the Stern brothers when they specialized to such an extent on children and animal pictures which appeal to the heart as well as the sense of humor of the average theatre-goer. The day for rough slapstick comedy is fast disappearing and human interest playlets with a strong comedy vein have taken its place. Who has not laughed at the antics of chubby little Baby Peggy, for instance, and Brownie, that wise bull pup with the college education, when perhaps he would have remained utterly unmoved by the gags of the ordinary hard-faced comedian?"

IN pursuance of the Stern brothers policy, special attention is to be given to obtain the proper vehicles for Baby Peggy, Brownie, the Wonder Dog; little freckled-face Johnny K. Fox, Lee Moran and Century's latest animal star, Queenie, the clever horse who is always helping humans out of their difficulties.

"In future," announces Abe Stern, President of Century, "exchanges will receive our products from six to eight weeks in advance. At present, for instance, June and July releases are being shipped to them."

Among the innovations promised by Century on their new program are series of Baby Peggy fairy tales showing this versatile little tot as "Little Riding Hood," also in "Snow White," "The Three Bears," and a wonderful version of "Alice in Wonderland." There will be optical illusions and trick photography for which Century Studios are especially well equipped. In "Alice in Wonderland" there will be special effects in the distortion of the figures according to the story. This will be the first time in history that as young a child as 3-year-old Peggy will be able to carry through such parts, as they have always been played by older folk made up to look like children.

In addition to the animals mentioned, the Stern brothers are having trained a half a dozen other clever animals and promise the exhibitors that if they watch Century releases carefully they are sure to be surprised by some special and startling innovations in comedies.

LAEMMLE TO DIRECT GLADYS WALTON

Edward Laemmle, director of Universal's chapter-play of American history, "In the Days of Buffalo Bill," has been promoted to a feature directorship. He will guide Gladys Walton in her next effort, Anna Caldwell's Irish stage success, "Top o' the Morning!"

"A MONEY GETTER!"

Says G. D. HUGHES, Liberty Theatre
Heavener, Okla.

"Best business since last winter!"
PALACE, Buffalo, N. Y.

"S. R. O. business for three days!"
VICTORY, Shawnee, Okla.

"Great!"
PASTIME, Maquoketa, Ohio.

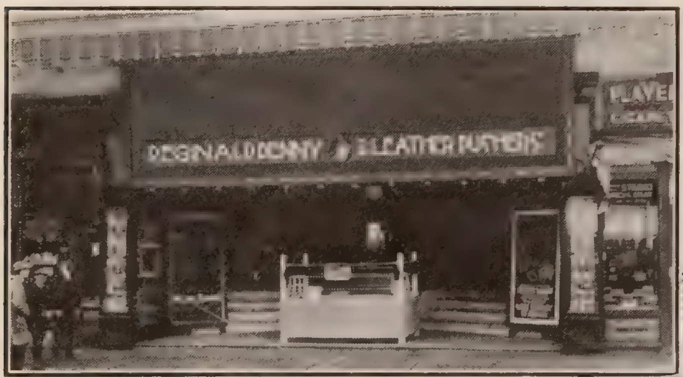
"Exceptionally fine!"
WAYNE, Greenville, Ohio.

Carl Laemmle *presents*
PRISCILLA DEAN
IN
"CONFLICT"

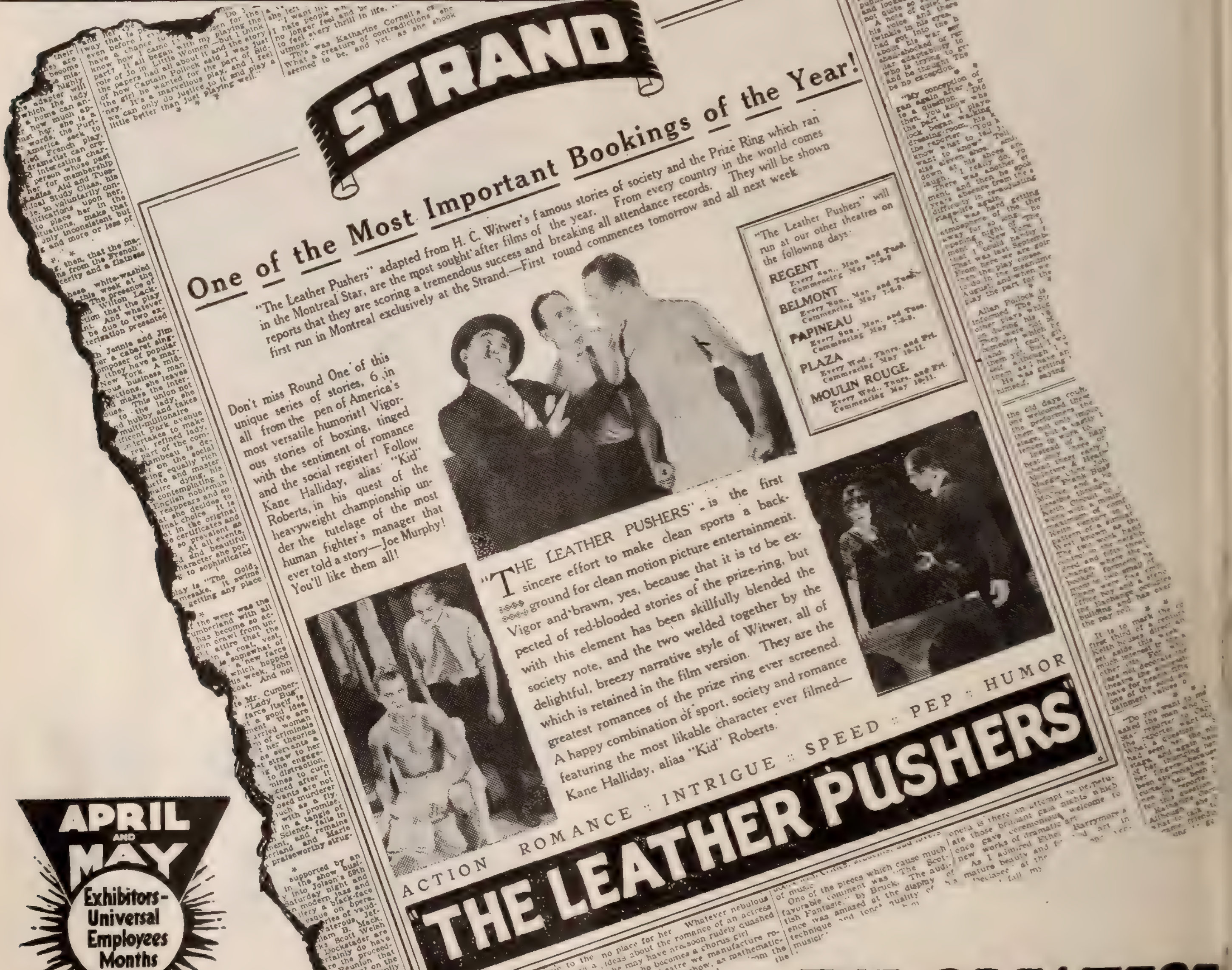
From the famous novel by
CLARENCE BUDINGTON KELLAND
Directed by STUART PATON

A UNIVERSAL JEWEL

Strand uses qua



This is the way The Strand, Montreal, played up this series of two-reel knockouts! Right out in front, where everybody could see it!



STRAND

One of the Most Important Bookings of the Year!

"The Leather Pushers" adapted from H. C. Witwer's famous stories of society and the Prize Ring which ran in the Montreal Star, are the most sought after films of the year. From every country in the world comes reports that they are scoring a tremendous success and breaking all attendance records. They will be shown first run in Montreal exclusively at the Strand.—First round commences tomorrow and all next week

"The Leather Pushers" will run at our other theatres on the following days.

REGENT
Every Sun., Mon. and Tues. Commencing May 7-8-9

BELMONT
Every Sun., Mon. and Tues. Commencing May 7-8-9.

PAPINEAU
Every Sun., Mon. and Tues. Commencing May 7-8-9.

PLAZA
Every Wed., Thurs. and Fri. Commencing May 10-11.

MOULIN ROUGE
Every Wed., Thurs. and Fri. Commencing May 10-11.

Don't miss Round One of this unique series of stories, 6 in all from the pen of America's most versatile humorist! Vigorous stories of boxing, tinged with the sentiment of romance and the social register! Follow Kane Halliday, alias "Kid" Roberts, in his quest of the heavyweight championship under the tutelage of the most human fighter's manager that ever told a story—Joe Murphy! You'll like them all!

"THE LEATHER PUSHERS" is the first sincere effort to make clean sports a background for clean motion picture entertainment. Vigor and brawn, yes, because that it is to be expected of red-blooded stories of the prize-ring, but with this element has been skillfully blended the society note, and the two welded together by the delightful, breezy narrative style of Witwer, all of which is retained in the film version. They are the greatest romances of the prize ring ever screened. A happy combination of sport, society and romance featuring the most likable character ever filmed—Kane Halliday, alias "Kid" Roberts.

ACTION :: ROMANCE :: INTRIGUE :: SPEED :: PEP :: HUMOR

"THE LEATHER PUSHERS"

APRIL AND MAY

Exhibitors-Universal Employees Months

THE GREATEST

Showmen — Share $7,000 Cash Prizes Offered for Exploitation Ideas.

rter page ads for a two reeler!

Montreal House Shows How to Make Money With the Greatest Series of Two-Reelers Ever Made!

IT IS NOT often that a Big Feature — let alone a two-reel feature — comes along that warrants this kind of treatment in the newspapers — but the manager of The Strand is among those wise showmen who know they have a BIG ONE when they get it! The result of The Strand's newspaper advertising and other Big Exploitation on this marvelous series was packed houses — and hundreds of new friends who stopped to ask when the next Round would be shown! That's the kind of pictures you want in YOUR house! Get 'em by booking this wonderful series TODAY!

Carl Laemmle offers

Reginald Denny

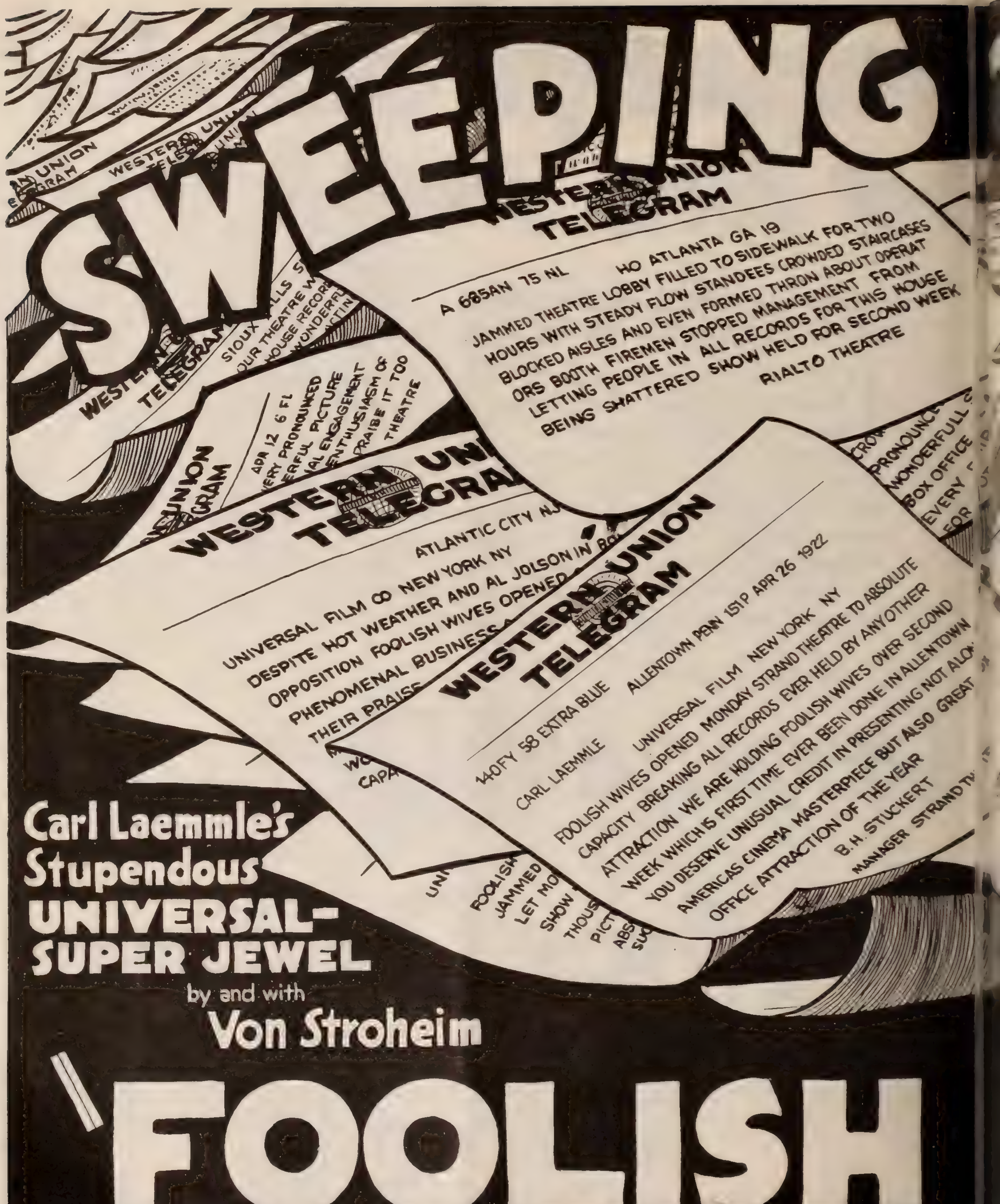
in H.C. Witwer's famous romances of society and the prize ring from Collier's Weekly,

he "Leather Pushers"

UNIVERSAL-JEWEL COLLIER'S SERIES

Directed by Harry Pollard

SERIES OF TWO-REELERS EVER MADE!



WESTERN UNION TELEGRAM

A 685AN 75 NL HO ATLANTA GA 19

JAMMED THEATRE LOBBY FILLED TO SIDEWALK FOR TWO HOURS WITH STEADY FLOW STANDEES CROWDED STAIRCASES BLOCKED AISLES AND EVEN FORMED THRON ABOUT OPERATORS BOOTH FIREMEN STOPPED MANAGEMENT FROM LETTING PEOPLE IN ALL RECORDS FOR THIS HOUSE BEING SHATTERED SHOW HELD FOR SECOND WEEK

RIALTO THEATRE

WESTERN UNION TELEGRAM

ATLANTIC CITY NJ

UNIVERSAL FILM CO NEW YORK NY

DESPITE HOT WEATHER AND AL JOLSON IN BO

OPPOSITION FOOLISH WIVES OPENED

PHENOMENAL BUSINESS

THEIR PRAISE

WESTERN UNION TELEGRAM

140FY 58 EXTRA BLUE ALLENTOWN PENN 151P APR 26 1922

CARL LAEMMLE UNIVERSAL FILM NEW YORK NY

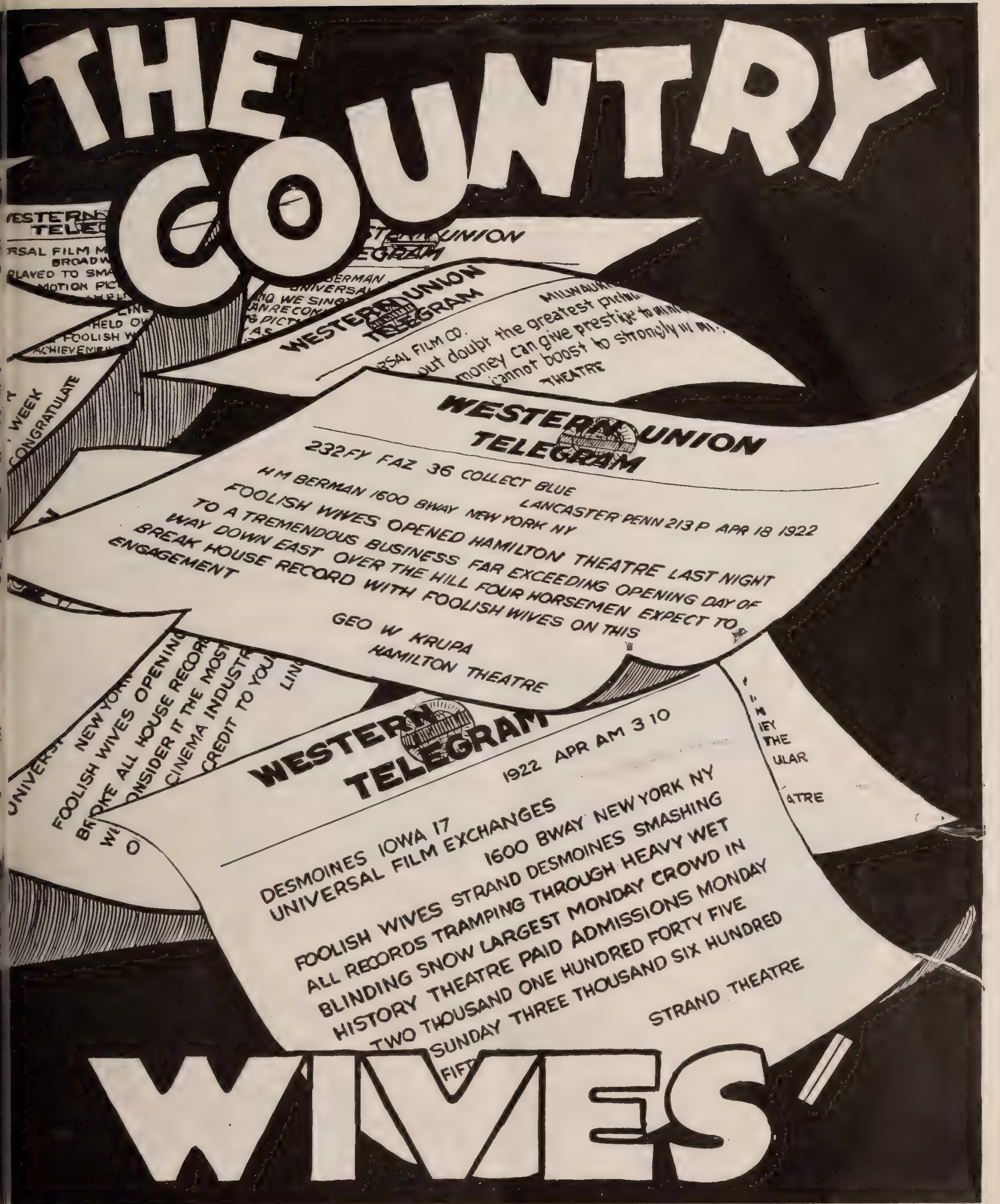
FOOLISH WIVES OPENED MONDAY STRAND THEATRE TO ABSOLUTE CAPACITY BREAKING ALL RECORDS EVER HELD BY ANYOTHER ATTRACTION WE ARE HOLDING FOOLISH WIVES OVER SECOND WEEK WHICH IS FIRST TIME EVER BEEN DONE IN ALLENTOWN YOU DESERVE UNUSUAL CREDIT IN PRESENTING NOT ALON

AMERICAS CINEMA MASTERPIECE BUT ALSO GREAT

OFFICE ATTRACTION OF THE YEAR

B.H. STUCKERT

MANAGER STRAND TH



WESTERN UNION TELEGRAM

232FY FAZ 36 COLLECT BLUE

LANCASTER PENN 213 P APR 18 1922

H M BERMAN 1600 BWAY NEW YORK NY

FOOLISH WIVES OPENED HAMILTON THEATRE LAST NIGHT TO A TREMENDOUS BUSINESS FAR EXCEEDING OPENING DAY OF WAY DOWN EAST OVER THE HILL FOUR HORSEMEN EXPECT TO BREAK HOUSE RECORD WITH FOOLISH WIVES ON THIS ENGAGEMENT

GEO W KRUPA
HAMILTON THEATRE

WESTERN TELEGRAM

1922 APR AM 3 10

DESMOINES IOWA 17
UNIVERSAL FILM EXCHANGES
1600 BWAY NEW YORK NY

FOOLISH WIVES STRAND DESMOINES SMASHING ALL RECORDS TRAMPING THROUGH HEAVY WET BLINDING SNOW LARGEST MONDAY CROWD IN HISTORY THEATRE PAID ADMISSIONS MONDAY TWO THOUSAND ONE HUNDRED FORTY FIVE SUNDAY THREE THOUSAND SIX HUNDRED FIFT

STRAND THEATRE

WESTERN UNION TELEGRAM

MILWAUK

RSAL FILM CO.
out doubt the greatest pictu
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cannot boost to strongly in m
THEATRE

WESTERN UNION
TELEGRAM

BERMAN
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UNIVERS
NEW YORK
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BROKE ALL HOUSE RECORD
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ATRE

Universal Making Radio Serial

"The Radio King" to Visualize the Next Fifty Years of Marvelous Invention

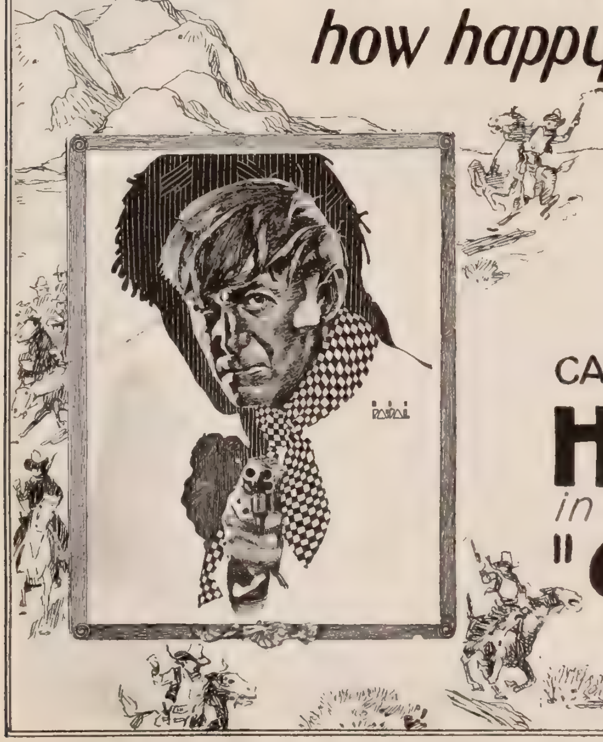
UNIVERSAL has been working for the last few months with experts in all parts of the country to perfect its plans for one of the most unusual serials ever contemplated. The most popular and widely appealing invention of the century is the radio. Its availability and the novelty of its use have taken a wonderful hold on the imaginations and the interest of the people of the United States. Three months ago, when Carl Laemmle was at the coast, he decided to capitalize this interest and at the same time contribute to the universal knowledge of the science of the air waves.

LAST week production started at Universal City on the serial, being made under the title of "The Radio King." Much of the advance work had already been done. The scenario department has the story well in hand and construction of the difficult apparatus and properties which will have to be used is progressing in a satisfactory manner. One of the most important requirements was a broadcasting station which could be used all of the time, and which could be changed frequently as to its appearance to represent a different station. Universal City is fortunate in having the most practical and complete electrical department maintained on the Coast. Harry D. Brown, chief electrician, was immediately commissioned to build a broadcasting station of the required size and power.

PERMISSION to erect a station was readily obtained and Mr. Brown has the active co-operation of Major Dillon, radio inspector at San Francisco, not only in the building of the apparatus, but in making it available for Universal stars to talk nightly to their thousands of friends within the radius of the station's wave length, which will be nearly a thousand miles. Many innovations have been planned in the Universal apparatus which is a distinct advance over other similar equipment and the entire department has been hard at work on inventions of all kinds.

IT is the intention of the Universal to throw a dramatic and romantic serial story against a radio background in the way that the story of "Winners of the West" was projected against the historic background of the days of '49 and the California gold rush. The present story of the radio will be told in an exhaustive and interesting manner, its invention, its history, its romance. In collaboration with government authorities, methods of home construction will be shown and explained. The work of Thomas A. Edison, Marconi and other inventors and progenitors of the radio will be brought into the story in natural and instructive manner, with full credit for what they have done and with just enough emphasis on the scientific aspects of the inventions of these men to explain to the lay mind "how it works" and not enough to tire

(Continued on Page 26)



"If there were only more like this one how happy life would be!"

Says T. L. VOUGHT Opera House; Clear Lake S.D.

"WITHOUT exception," adds Mr. Vought, "this is the best Western ever shown here!" Why waste time with pictures and stars that are not proven box-office successes when you can get pictures like "The Fox"? Live showmen all over the country have cleaned up — so can YOU. Your nearest Universal Exchange will tell you how!

CARL LAEMMLE *offers*

HARRY CAREY

in the first Western Super-production

"The FOX"

A UNIVERSAL JEWEL

Cecil B. deMille Praises "Foolish Wives"

In Letter to Carl Laemmle, Famous Producer Highly Characterizes von Stroheim's Masterpiece

MR. CARL LAEMMLE, president of the Universal Film Manufacturing Company, who has been particularly jubilant ever since "Foolish Wives," the million-dollar Super-Jewel, started its wave of success across the country, got an additional thrill of satisfaction recently when he received a letter from Mr. Cecil B. DeMille, praising the von Stroheim picture.

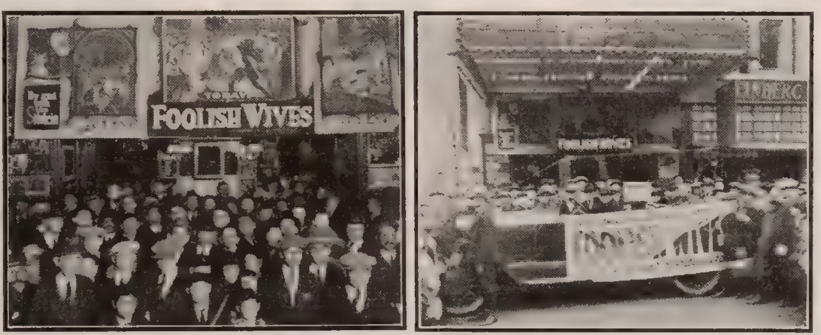
MR. DeMILLE, himself one of the foremost director-producers in the film world, minced no words in expressing his appreciation of von Stroheim's work. He wrote in part as follows:

> "It is one of the best directed and best acted pictures I have ever seen. My compliments to you and von Stroheim."

In commenting upon Mr. DeMille's praise for the big Universal picture, Mr. Laemmle said:

"It gives me genuine satisfaction to learn that so excellent a film authority as Mr. DeMille should find 'Foolish Wives' such an unusual picture. I have always felt, even while 'Foolish Wives' was in the making, that it would prove an extraordinary picture in all respects. Recent praise for its superior qualities, on the part of keen-minded critics and film experts, has convinced me that I was absolutely right in my judgment of von Stroheim and his superb directorial and histrionic artistry."

Novel Radio Exploitation Stunt Electrifies New York Crowds



Harry Blinderman, Manager of the New Delancey Street Theatre, New York City, Rigged Up a Fake Radio On an Auto and Shattered All House Records on the Fourth Day of His Ten Days' Run of "Foolish Wives." Bulletins, Supposedly Received via Wireless, Were Chalked on a Blackboard and Shown to the Crowds in Various Central Points of New York's East Side.

"Foolish Wives" is still breaking attendance records from one end of the country to the other. At the recent premiere of the picture at the Brandeis Theatre, Omaha, the opening house was packed despite the picture played to a $5 top, plus war tax.

The completion of the picture's two weeks' run at the Woods Theatre, Atlantic City, was attended by crowds even greater than those which poured into the theatre to see the opening showings. This eleventh hour business of the Woods Theatre was particularly unusual because of the chilly weather last week-end, which made Atlantic City a rendezvous only for hardy and courageous tourists.

At the opening of "Foolish Wives" at the Hamilton Theatre, Lancaster, Pa., the attendance on the opening day broke records established by "Way Down East," "Over the Hill" and "The Four Horsemen," it is reported by George W. Krupa. The theatre manager confidently predicted that he would break all house records during the run of the von Stroheim picture.

Universal is receiving many telegrams and letters of appreciation from exhibitors whose business has been pepped up by "Foolish Wives." Such a letter, from Manager A. Dobbs, of the Empire Theatre, Milwaukee, includes the following comments upon the success of the picture in his theatre.

"WITH our seven-day run of 'Foolish Wives,' on the outskirts, the week of April 2, we broke ALL past records. This record is doubly conspicuous because of the fact that we played the picture during Lent and in a Catholic neighborhood, this period always effecting the box-office receipts. But in this case there was surely an exception, for we not only broke the record for all previous super-specials, but also the record of any attendance during Lent in previous years.

"It goes to show that 'Foolish Wives' has 'something' which is going to draw, no matter what may be in the way. Universal has done more for the exhibitor than any other producer in giving us the right thing at the right time. The people went wild over the picture, and in view of our great success, I feel that I owe you a few words of congratulation."

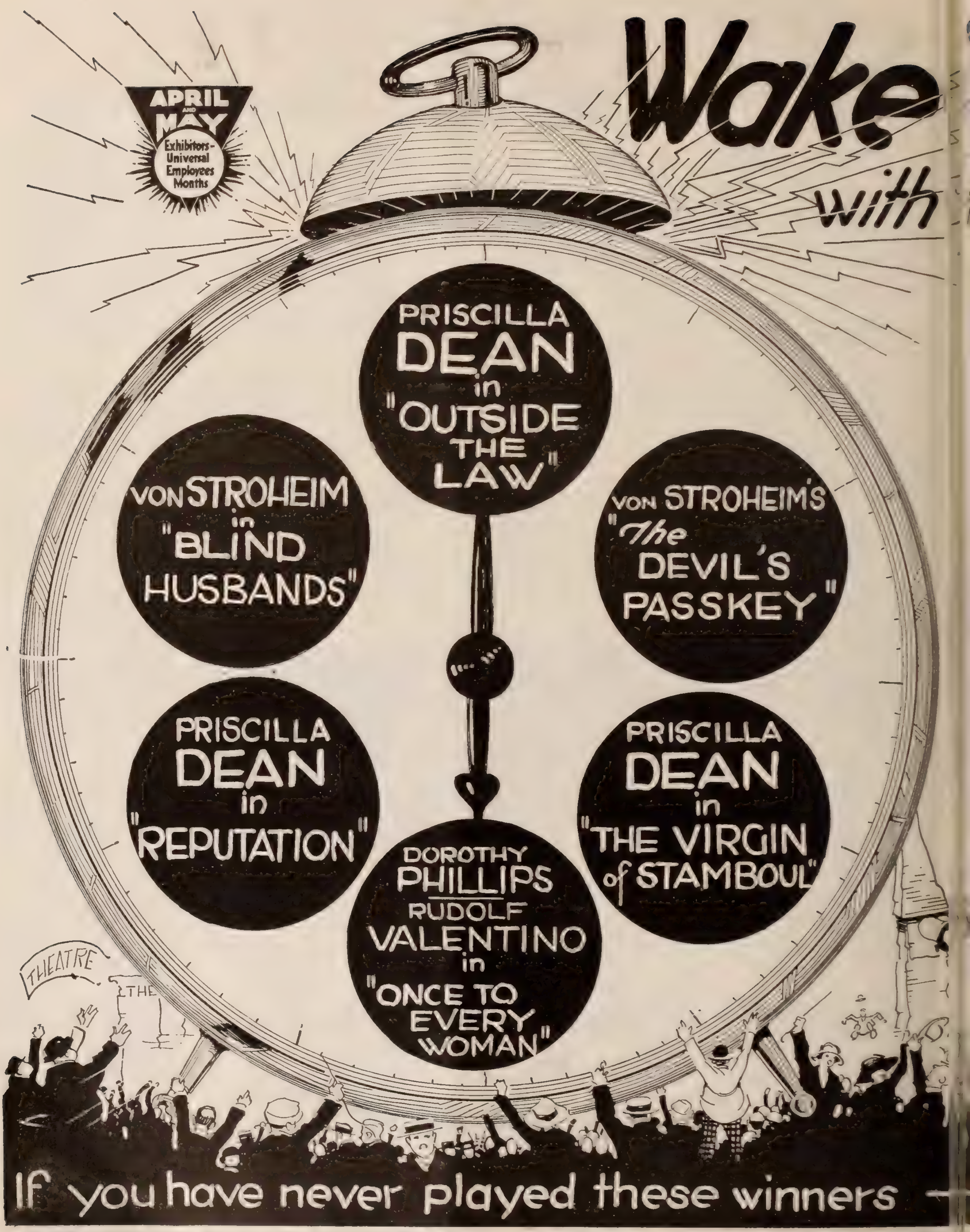
International Shows Astounding Flood Scenes

BY reason of the courage and enterprise of one of its staff correspondents, the International News Reel obtained the most complete and unusual scenes of the disastrous flood which recently devastated Beardstown, Irvington, Aldridge and other Illinois towns, following a cyclone and cloudburst.

Norman W. Alley was the International News cameraman whose exceptional work is being praised by officials of the International News Reel Corporation. Not only did he obtain the best moving pictures of the flood scenes, but also beat the regular news reporters out of the flood zone with stories of the catastrophe.

THE wreck and havoc of the flood are graphically shown in Alley's news reel pictures, which are included in International News No. 32, just released through Universal Exchanges.

Alley reached Beardstown on the last train able to pull into that town after the flood threatened. From then on his camera was busy grinding on the strangest scenes imaginable. Steamboats strayed in public parks, freight cars floating in corn-fields, humans and animals struggling for life, merchants fighting to save their wordly goods, and most touching of all, the relief corps rushing food to where marooned humans grouped and prayed.



APRIL AND MAY

Exhibitors-Universal Employees Months

Wake
with

PRISCILLA DEAN in "OUTSIDE THE LAW"

VON STROHEIM in "BLIND HUSBANDS"

VON STROHEIM'S "The DEVIL'S PASSKEY"

PRISCILLA DEAN in "REPUTATION"

PRISCILLA DEAN in "THE VIRGIN of STAMBOUL"

DOROTHY PHILLIPS
RUDOLF VALENTINO
in "ONCE TO EVERY WOMAN"

If you have never played these winners —

Your Town Up

these 6 success proven Jewels!

TAKE ADVANTAGE of the enormous amount of advertising, exploitation and publicity these Six Proven Universal-Jewels have had, and cash in with them in your town! They are so well known that your house will be the most popular in town when you advertise them! Big stars—big stories—big directors—in fact, everything about them is BIG—even the money you'll make! If you have never played them, book them now and clean up!

"Outside the Law"

"I consider it the best picture I have shown since I've been in the show business. It went over big and proved to be a wonderful picture. It pleased my patrons 100 per cent."

J. M. REYNOLDS, Elwood, Neb.

"Blind Husbands"

"'Blind Husbands' is truly the biggest drawing power of the season. Book this picture everywhere."

LYRIC THEATRE, Mineral Springs, Ark.

"Once to Every Woman"

"This is as near 100 per cent. as productions ever get. It broke all existing Kingsville records."

KINGS INN THEATRE, Kingsville, Texas

"The Devil's Passkey"

"A sure money-getter in every respect. A wonderful production. Worthy of being called a masterpiece. Big business for four days."

PALACE THEATRE, Hamilton, Ohio.

"Reputation"

"A real good picture. Great acting. People liked it and said so."

ORPHEUM THEATRE, Pelican Rapids, Minn.

"The Virgin of Stamboul"

"Wonderful picture! Pleased all. They are still talking about it. A sure thriller. Book it; you can't go wrong!"

PRINCESS THEATRE, Danforth, Me.

See your nearest Universal Exchange today!

-play them now and cash in!

Universal Making Radio Serial

(*Continued from Page* 22). the scientifically uninclined. Many prominent men will be shown by characters in the unusual chapter-play.

But the larger plan of the serial is to show in graphic manner and prophetic vision some of the things that the next fifty years of radio may see in this country, both in a commercial sense and in the field of pure invention. What Jules Verne's "Twenty Thousand Leagues Under the Sea" proved to be to the submarine, Universal's new serial will be to the radio. Just now an inventor is predicting that moving pictures will be shown by the radio. In "The Radio King" this actually happens, and a score of uses which have not as yet been actually perfected as inventions, but will be in the near future, will be shown in Universal's forthcoming "Thrills-from-Science" chapter-play.

THE best brains of the Universal Scenario Department have collaborated on "The Radio King," and they have consulted with all of the radio experts with whom they could come into contact. Many of the ideas which are being worked into the story are just as weird and fantastic as the steamboat seemed to the inhabitants of little old New York on its first trip up the Hudson. The casting of the serial is being carefully made and will be announced shortly. The serial is planned for release early in the summer just as soon as "The Perils of the Yukon" has been launched on its career. In fact, if the injury to William Desmond proves too serious for him to continue acting at once, the progress on "The Radio King" will enable Universal to release it ahead of the Desmond serial.

Nat Ross Promoted, Will Direct Denny

NAT ROSS has been made a director at Universal City. He will guide Reginald Denny, star of the Universal-Jewel superior two-reelers, "The Leather Pushers," in Northwest mounted police stories, the first of which is "The Red Rider."

Ross has been assistant to many of the best known directors at Universal City and elsewhere. He was formerly private secretary to Carl Laemmle, president of the Universal Film Company. His promotion comes as the result of consistent service with the firm.

The Ross unit is one of three of which Charles P. Stallings is now unit production manager at the film city. Stallings was transferred from the location department to his present office several weeks ago.

Now these Comedy Aces are in our April-May plan

HERE are the winning cards! With these two Aces we have filled your hand—and now it's up to you! These two stars and the six screamingly funny comedies they made under the Universal-Jewel banner complete a list of photoplay productions, all proven money-makers, that we offer under the terms of our April-May profit-sharing proposition! Better come in and see us NOW — while there's still time!

Employees

UNIVERSAL EXCHANGES

SENSATIONAL CAMPAIGN ENABLES OHIO THEATRE, INDIANAPOLIS, TO ENJOY THREE SUCCESSFUL WEEKS OF "FOOLISH WIVES"

Maude George Adds New Laurels to Her Wreath on Personal Shopping Tour with Star—Opens Baseball Season with Governor of Indiana and Mayor Lew Shank — Marc Lachmann Handles Campaign for Universal.

An exploitation campaign that electrified the city of Indianapolis was in evidence for the engagement of "Foolish Wives" at the Ohio Theatre in that city, when that picture opened a record-breaking engagement on April 9th.

Maude George, who portrays the rôle of *Princess Olga* in the Stroheim spectacle, tightened her grip on the movie fandom of the country when she appeared in person for the entire first week at the theatre.

In conjunction with her personal appearance, Miss George repeated her celebrated shopping tour as performed in Newark, New Jersey. In Indianapolis, the Star sponsored the event and on the opening Sunday, two fulll pages of combined merchant advertising ran in that publication, with a contributed banner across the top of each page and display boxes in the center of the pages explaining in detail the magnitude of the picture and details of Miss George's tour. On another page, the Star ran a quarter of a page telling of the motion pictures that were to be taken of the trip and inviting the public to meet and pose with Miss George for the films.

Large crowds turned out for the stunt and about noon a rainstorm that rivalled the storm scene in "Foolish Wives" sent the parade to shelter. This afforded a quarter of a page apology in the Star. Two days later the tour was resumed. Miss George made the tour in a beautiful Cole Aero-Eight donated by the Cole automobile agency, accompanied by Mary Bostwick, feature writer de-luxe of the Star, who covered the tour with two smashing stories that have never been equalled in the history of the publicity sphere of Indianapolis. Another full page ran on the second week of the engagement in the Star, illustrated by stills of Miss George taken at the various shops.

Miss George, Governor McCray and Lew Shank, Mayor of Indianapolis, officially opened the American Association Baseball season at Washington Park and with white wig and costume that she wears in "Foolish Wives," she presented Manager Henderson of the Indianapolis team with a beautiful bouquet of American Beauties. She was escorted to the home-plate by the Governor and the Mayor as the cameras clicked. Pictures of this event broke into the Indianapolis dailies the following day.

More than a thousand people turned out to see Miss George award Mary Gardiner with a string of Blue-Bird Pearls at the Kraus Jewelry Store. This stunt was advertised in the newspapers for six days. Miss George was to select the most beautiful girl that appeared in the store on the day of her tour and Miss Gardiner was the lucky girl that day.

Miss George also visited the noonday clubs and societies and her success in Indianapolis was the reason for torrents of compliments that were bestowed upon the personality of the charming star.

Many stunts were in evidence. Marc Lachmann, exploitation representative of the Universal home office, is responsible for the exploitation stunts used for this engagement. Lachmann spent three weeks in Indianapolis on the campaign, which has been lauded as the greatest ever put over in that city.

"WILL GET THE JACK!"

Says F. W. HORRIGAN,
McDonald Theatre,
Philipsburg, Mont.

"Biggest business in six months!"
—Kinema Theatre, Salt Lake City, Utah.

"Did a capacity business!"
—Washington Theatre, Chicago Heights, Ill.

"Wonderful!"
—Electric Theatre, Morning Sun, Iowa.

"Held for second week!"
—Doric Theatre, Kansas City, Mo.

CARL LAEMMLE *presents*

"No Woman Knows"

From the
amazing story of
"FANNY HERSELF"
by EDNA FERBER

Directed by
TOD BROWNING

with **MABEL JULIENNE SCOTT** and
STUART HOLMES

A UNIVERSAL JEWEL

Do What We Did

THE song that has been sung by millions, and the little star who is loved by millions more — a combination that means sure-fire profits! You can't afford to pass up this proposition!

Carl Laemmle

A UNIVERSAL

Get Behind it Big!

MILLIONS of people throughout this broad land have heard and hummed this popular song — and the story the song tells fits Gladys Walton's personality like a glove! This picture comes to you backed with the enormous publicity and exploitation the song has already had — and on top of that you get the advantage of a money-making tie-up with the publishers, who are printing a special edition of the song for this picture! This is a tie-up that will pack your house! Get the big details from your nearest Universal Exchange and our special Pink Press Sheet.

GLADYS WALTON

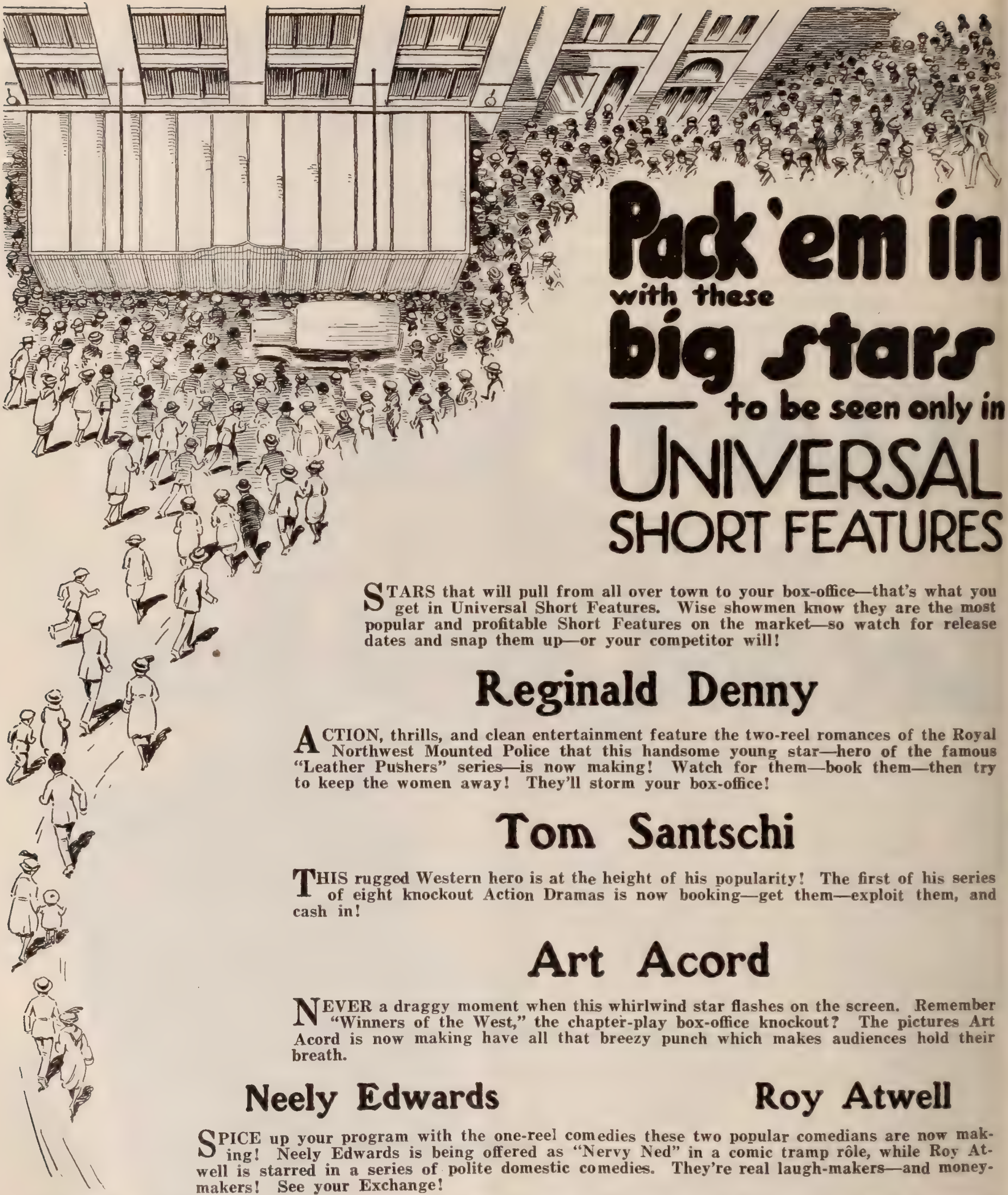
"The greatest find since Mary Pickford"
in a beautiful screen version of the
popular song success of the same name

"Second Hand Rose"

Directed by Lloyd Ingraham

ATTRACTION

This is the cover for the special edition of the song, and also the cover for the wonderfully complete Press Sheet. Get busy!



Pack 'em in

with these

big stars

— to be seen only in

UNIVERSAL SHORT FEATURES

STARS that will pull from all over town to your box-office—that's what you get in Universal Short Features. Wise showmen know they are the most popular and profitable Short Features on the market—so watch for release dates and snap them up—or your competitor will!

Reginald Denny

ACTION, thrills, and clean entertainment feature the two-reel romances of the Royal Northwest Mounted Police that this handsome young star—hero of the famous "Leather Pushers" series—is now making! Watch for them—book them—then try to keep the women away! They'll storm your box-office!

Tom Santschi

THIS rugged Western hero is at the height of his popularity! The first of his series of eight knockout Action Dramas is now booking—get them—exploit them, and cash in!

Art Acord

NEVER a draggy moment when this whirlwind star flashes on the screen. Remember "Winners of the West," the chapter-play box-office knockout? The pictures Art Acord is now making have all that breezy punch which makes audiences hold their breath.

Neely Edwards

Roy Atwell

SPICE up your program with the one-reel comedies these two popular comedians are now making! Neely Edwards is being offered as "Nervy Ned" in a comic tramp rôle, while Roy Atwell is starred in a series of polite domestic comedies. They're real laugh-makers—and money-makers! See your Exchange!

UNIVERSAL SHORT FEATURES

Universal City at Full Blast

Production Picks Up in Film Center--- Many Jewels and Attractions Being Filmed

UNIVERSAL CITY is a "white spot" on the motion picture map. Production is active and more units are being added.

One Universal-Jewel spectacle, "Under Two Flags," is being filmed elaborately under Tod Browning's direction with the vital Priscilla Dean in the starring rôle, while four Universal-Jewel specials of an all-star character, besides von Stroheim's next lavish effort, are in preparation.

FOUR Universal Attractions are being made. Jack Conway is directing Herbert Rawlinson in their mutual success of four years ago, "Come Through!" Harry B. Harris is directing Gladys Walton in a barn-storming stage-story, "The Trouper." Hobart Henley is finishing "Her Night of Nights," starring Marie Prevost, while Harry Pollard is guiding Hoot Gibson in an Ozark Mountain story, "Trimmed and Burning."

Stuart Paton is supervising the cutting of Herbert Rawlinson's vehicle just completed under his direction, "The Black Bag." He will start shortly on another picture.

ANOTHER historical chapter-film will be initiated in production soon to take the place of the one of American history, "In the Days of Buffalo Bill," which was recently finished under Edward Laemmle's direction with Art Acord as the star. Two such unique productions are in the latter stages of filming, "With Stanley in Africa," starring George Walsh and directed by William Craft, and "The Adventures of Robinson Crusoe," guided by Robert Hill with Harry Myers, known to millions as "A Connecticut Yankee in King Arthur's Court."

Novel "Leather Pushers" Lobby

Life-Size Cut-Outs, Arranged in a Prize-Fight Setting, Drew Many Patrons to See "The Leather Pushers" at the Palace Theatre, Des Moines.

THREE comedy units are hitting the ball at a merry pace. Craig Hutchinson and Allen Curtis are alternating in the direction of Roy Atwell and Ethel Ritchie in domestic situation comedies, supported by a different cast in each effort. William Watson directs Neely Edwards in laugh riots.

William Worthington, the noted director, has just completed "Out of the Silent North," a story by Drago, starring Frank Mayo, which will be followed by "Afraid to Fight," Lee Renick Brown's story, also to be directed by Worthington.

Tom Santschi is starring in Westerns under the direction of Robert North Bradbury, each picture of five-reel action in two-reel length.

REGINALD DENNY is starring in Northwest Mounted Police stories under Nat Ross' direction. After a number of these he will begin on a new series of "The Leather Pushers."

A large staff of writers under Lucien Hubbard is working on stories of all types, recently purchased and to be put into production immediately.

* * *

PREVOST COMEDY DRAMAS POPULAR

HIGH praise for the comedy dramas made by Universal with Marie Prevost is included in a letter recently received by George Levine, Universal sales manager in Milwaukee, from Manager Brumm of the Princess Theatre, North Milwaukee.

"After the splendid ovation given your picture 'Don't Get Personal' with Marie Prevost, at our theatre last night, I feel that I must at least tell you how pleased we are with your Universal Attractions," said Mr. Brumm.

"To say the least, they are the best one-a-week programs on the market, and in many instances, come up and even excel many so-called super-specials put out by the different companies. 'Don't Get Personal' is the greatest comedy-drama ever made, and if Marie Prevost continues to give us pictures like it, she will establish an enviable reputation for herself.

"Frankly speaking, it seems that it takes a Universal Attraction to bring about that satisfaction we all look for and that is why we are such strong boosters of your program. More power to Universal, so we can continue to have pictures of this calibre."

Her current release, "Kissed," is considered the best thing Miss Prevost has ever done.

APRIL AND MAY Exhibitors-Universal Employees Months

UNIVERSAL BUYS KU KLUX STORY

JOHN C. BROWNELL, Universal scenario chief, has announced the acquisition by Universal of "Wolf Law," a powerful story of the Ozarks, from the pen of Hugh Pendexter. The novel will be made into a strong out-of-doors picture of the he-man type made popular by such Universal pictures as "The Brute Breaker," "Across the Dead Line," "The Red Lane," "The Blazing Trail" and similar productions.

"Wolf Law" is a story of the Arkansas-Missouri border country during the hectic days shortly after the Civil War. It deals with the time when that country was over-run by guerrilla bands, and when the only justice was that meted out by such organizations as the original Ku Klux Klan, and the imitative bands which sprang up after that weird body ceased operation.

It is thought probable that Frank Mayo may play the leading rôle in "Wolf Law," although it will be several weeks before Universal officials make a decision in this matter. In the meantime the story will be put into continuity form and all preparations made for its early productions. It is predicted that the picture probably will be completed in time for release late in the summer.

CENTURY

Presents **Johnny K.**

Two Merry Laugh Makers

AIN'T I the freckled fool? I know I got a funny face, but go ahead and laugh — the more you laugh the more money I get. They're gonna make me a star in Century Comedies, and they've given me a mighty big order for a kid—I've got to make your millions of patrons laugh! But I ain't scared; you get a laugh when you look at me — so will your patrons! An' I'll tell you somethin' else—I'm gonna bring you some real money at your box-office. BOOK ME AND SEE IF I DON'T! See you later!

HARRY SWEET

"Hello Mars"
"Off His Beat"
"No Brains"

RELEASED THROUGH

COMEDIES

Fox *and* Queenie

and Money Getters

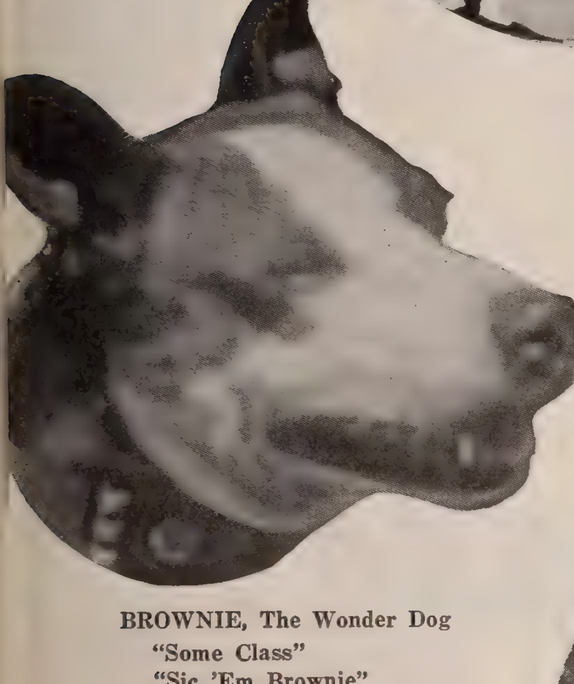
BABY PEGGY

"The Little Rascal"
"Peggy, Be Good"
"Little Miss Mischief"

LEE MORAN

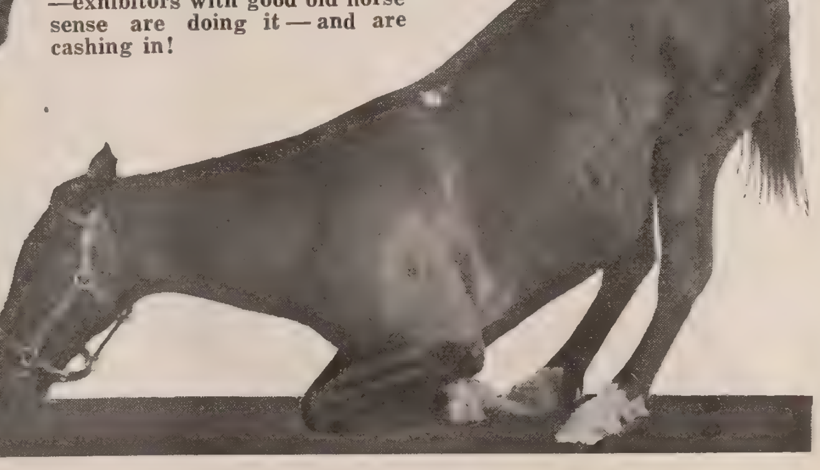
"Ten Seconds"
"Three Weeks Off"
"Red Hot Rivals"

I'M QUEENIE, the horse that does everything but talk. But they got me in the movies now—a star and everything—so I won't have to talk. I'll just make your patrons talk about me—and that means I'll make some money for you at the box-office! BOOK MY PICTURES—exhibitors with good old horse sense are doing it—and are cashing in!



BROWNIE, The Wonder Dog

"Some Class"
"Sic 'Em Brownie"
"Cheerful Credit"

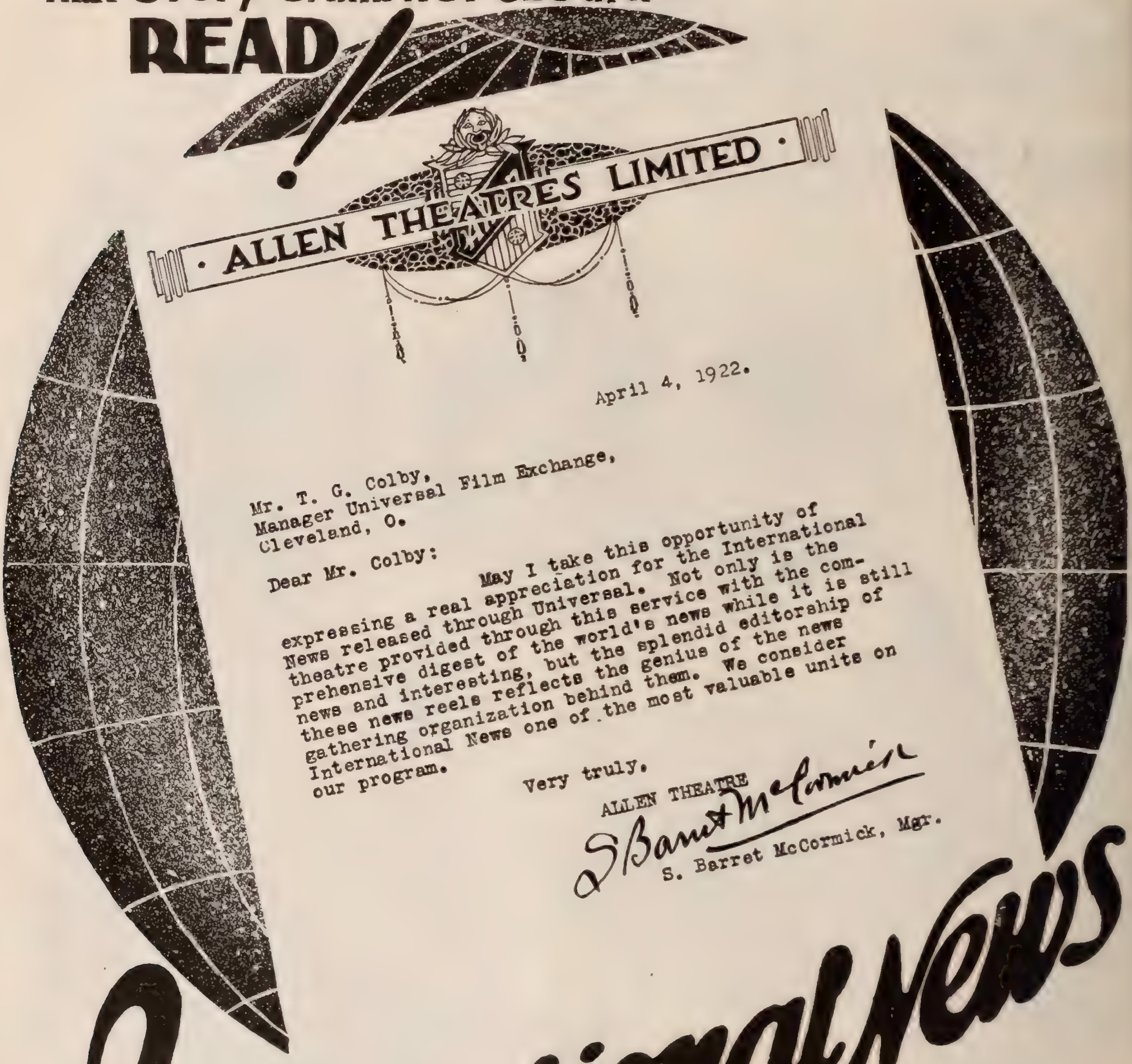


UNIVERSAL

A Great Showman's Letter

that every exhibitor should

READ!



· ALLEN THEATRES LIMITED ·

April 4, 1922.

Mr. T. G. Colby,
Manager Universal Film Exchange,
Cleveland, O.

Dear Mr. Colby:

May I take this opportunity of expressing a real appreciation for the International News released through Universal. Not only is the theatre provided through this service with the comprehensive digest of the world's news while it is still news and interesting, but the splendid editorship of these news reels reflects the genius of the news gathering organization behind them. We consider International News one of the most valuable units on our program.

Very truly,

ALLEN THEATRE

S Barret McCormick

S. Barret McCormick, Mgr.

International News

Backed by daily advertising and publicity in all Hearst Newspapers

RELEASED THRU UNIVERSAL

KICK IN WITH "KISSED"

FOR THE HERALD

POOR little society flapper!

She stood hungry for romance, glancing covertly through vines of the veranda at couples here and there who talked in soft tones in the moonlight; one couple dared a kiss with the boldness of those in love.

She almost sobbed.

Then suddenly a manly figure, clad in domino costume as many others at the ball, came running across the lawn. With a leap the man cleared the rail, stood beside her, gathered her into his arms, kissed her!

She hadn't been raised by a cautious mother for such promiscuous and unidentifiable romance as this, however. She slapped him. With the same suddenness with which he appeared, he disappeared, over the rail and into the shadows. Romance was gone!

Down there on the moonlit lawn she saw a group of three men clad in dominoes. Any one of them might be the giver of that kiss—and what a kiss, a real man's! No matter what lengths were necessary, she decided that she had to find out who gave her that, and marry him.

She started out. Number one——

Let's go! It's Marie Prevost in "Kissed," the exciting Universal comedy-drama at this theatre next............

* * *

Connie Keener Craved Romance and Her Fiancé Was a Busy Man. Was She to Blame if Another Man's Unexpected Kiss Made Her Toss Her Engagement Ring Away and Go in Search of Romance? See Marie Prevost in "Kissed."

* * *

She Wanted Romance and She Got It —Unexpectedly. 'Twas Then She Learned There Was a Lot of Meaning In That Little Word, "Unexpectedly," When She Was "Kissed" Quite Without Warning. See the Picture, With Marie Prevost.

* * *

THE CAST

Constance Keener	MARIE PREVOST
Dr. Sherman Moss	Lloyd Whitlock
Mrs. Keener	Lillian Langdon
Merton Torrey	J. Frank Glendon
Horace Peabody	Arthur Hoyt
Editor Needham	Percy Challenger
Bob Rennesdale	Harold Miller
Miss Smith	Marie Crisp
Jim Kernochan	Harold Goodwin

Who Told Her What Kisses Were Like? Nobody! But She Found Out. See Marie Prevost as the Daring Heroine of "Kissed."

* * *

How Many Girls, Hungry for Romance and Alone On a Moonlight Night, Would Slap a Man Who Came Along Unexpectedly and Kissed Them? That's What the Heroine of "Kissed" Did — But She Was Sorry Immediately.

* * *

Girls, if You're Hungry for Romance and It Doesn't Seem to Come Along, See What Marie Prevost Does in "Kissed," Her Universal Picture. She Captures Romance With a Chance Kiss.

If You Think You Don't Know Enough About the Perils of Promiscuous Osculation and the Idiosyncrasies of Cupid, See Marie Prevost in "Kissed." She Was!

* * *

She Was Only a Poor Little Rich Girl Trying to Get Along in the World That Didn't Seem to Have Any Romance In It. See Marie Prevost in "Kissed."

* * *

Just "Kissed," That's All—There Isn't Any Use Trying to Describe It. Just See It, Then You'll "Know."

* * *

The Prettiest Girl in Pictures — "Kissed!" Wow! See Marie Prevost in the Universal Photoplay.

See **Marie Prevost** *Get*

"KISSED"!

She Stood On a Moonlit Veranda Athirst for Romance. It Came to Her as a Strange Man, Masked in Ball Costume, Leaped Over the Railing and Captured Her In His Arms. A Kiss from Him, a Slap from Her, and He Was Gone, and Yet Romance Remained — She Was "Kissed." See It!

GEM THEATRE ALL NEXT WEEK

WE'VE GOT IT-YO

A KNOCKOUT ADVENTURE CHA
THE LAND OF ICE

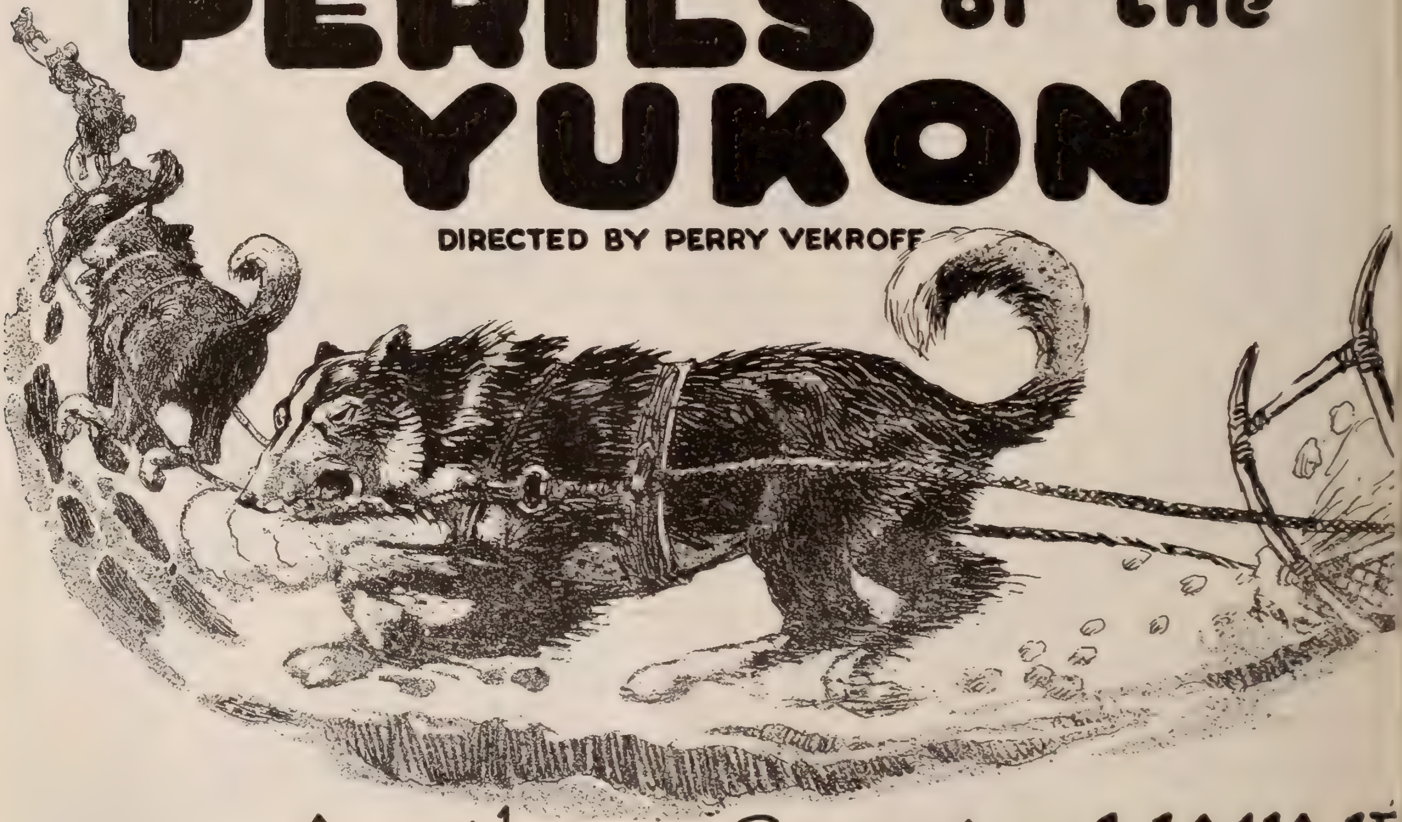
CARL LAEMMLE
WILL SOON PRESENT

WILLIAM DESMOND

In a great stirring
chapter play of adventure,
romance and thrills
in snowbound Alaska

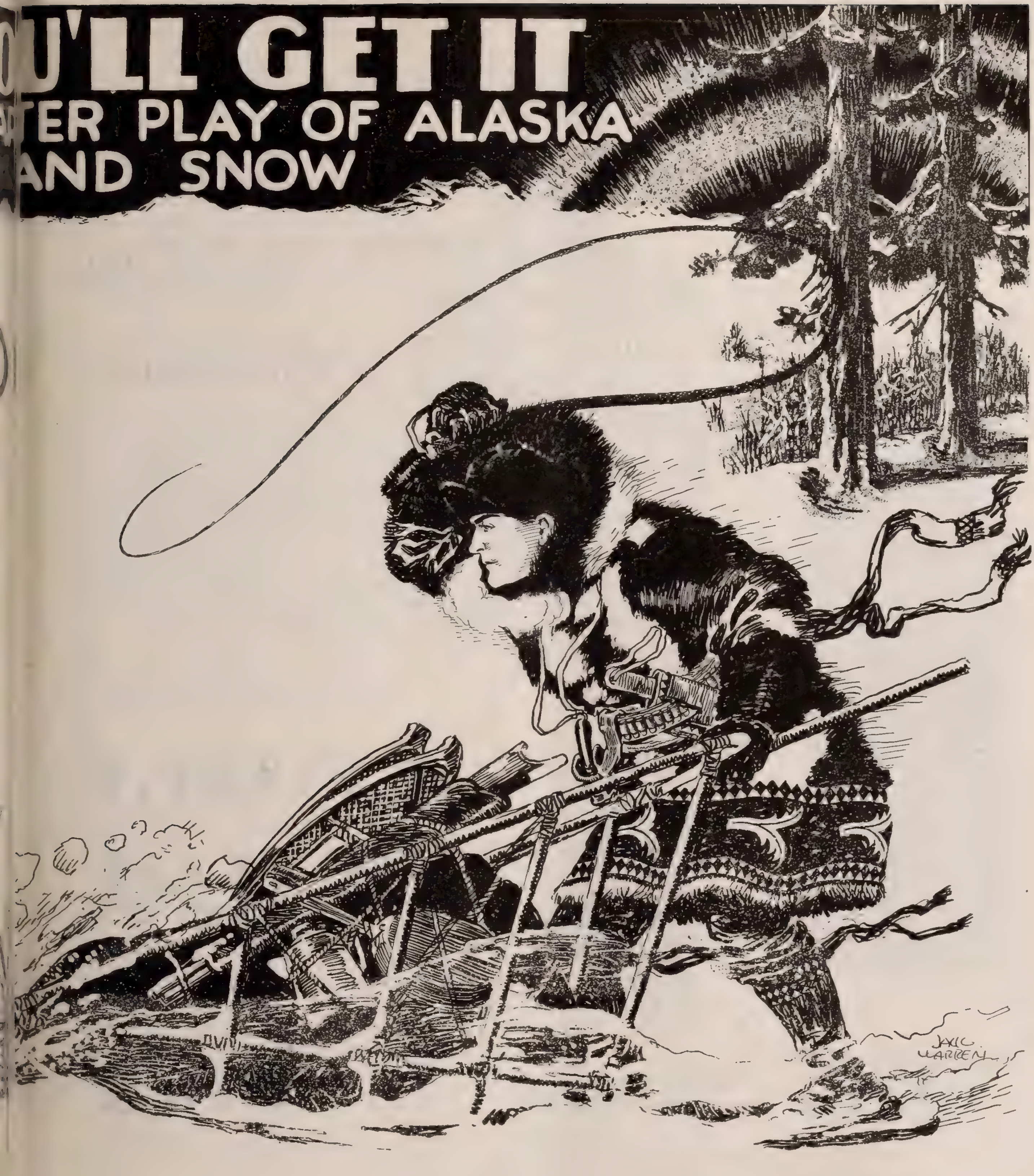
PERILS of the YUKON

DIRECTED BY PERRY VEKROFF



Another Great UNIVE

Send Your Name Today for Universal's $7,000 "Robinson Crusoe" Contest.


OU'LL GET IT
TER PLAY OF ALASKA
AND SNOW
JACK WARREN

RSAL Chapter Play

"Our patrons like Universal Serials best!"

Says G. D. HUGHES, Liberty Theatre,
Heavener, Okla.

"A Knockout"

THAT'S what Mr. Hughes says about "With Stanley in Africa!" And what he says is backed up from the four corners of the land—it is packing houses everywhere because people like breath-taking, CLEAN thrills! Remember, it has the full endorsement of school executives wherever played. Get those in your town behind it—it means money at your box-office!

Carl Laemmle presents

GEORGE WALSH

and a superb cast in

"With Stanley in Africa"

Directed by Wm. Craft

UNIVERSAL'S TRUE HISTORY CHAPTER-PLAY

Have You Entered Universal's $7,000 "Robinson Crusoe" Contest Yet?

CASH IN WITH "KISSED"

TELL 'EM ABOUT

1—Marie Prevost's steady growth as a star—a year ago she was new to the dramatic field and today she is "accepted" in every meaning of the word.

2—The title, "Kissed," with every one of a thousand tie-ups and gags it suggests.

3—The authorship by Arthur Somers Roche, who today is one of the world's most popular fictionists.

4—Direction by King Baggot, who guided Miss Prevost's earlier efforts in dramatic work and who recently completed "Human Hearts," one of Universal's three biggest contributions to the screen.

5—The battery of four handsome leading men, J. Frank Glendon, Harold Goodwin, Lloyd Whitlock and Harold Miller, all of them extremely popular, and two, Glendon and Goodwin, formerly stars.

MARIE PREVOST in "KISSED"
IT'S A UNIVERSAL

AT A GLANCE

TITLE—"Kissed."

BRAND—Universal Attraction.

STAR—MARIE PREVOST.

PREVIOUS HITS — "Moonlight Follies," "Nobody's Fool," "Don't Get Personal" and "The Dangerous Little Demon."

SUPPORTING CAST—J. Frank Glendon, Harold Goodwin, Arthur Hoyt, Harold Miller, Lloyd Whitlock, Lillian Langdon, Marie Crisp and Percy Challenger.

DIRECTED BY—King Baggot, director of "Human Hearts," one of the three biggest pictures ever made by Universal.

STORY BY—Arthur Somers Roche.

SCENARIO BY—Doris Schroeder.

PHOTOGRAPHY BY—Benny Bail.

TIME—Present.

LOCALE — A fashionable suburban town.

* * * *

THUMB NAIL THEME

INHABITANTS of the little suburb of Garyville considered the marriage of Constance Keener to Merton Torrey, railroad president, as inevitable as the Fourth of July. But Connie was vaguely dissatisfied. Torrey's attentions to her were devoid of romance. When she voiced this plaint he asked her to go to a masked ball at the Country club; then at the last moment he called and blamed a board meeting for breaking the date. Connie went anyway under the protection of her mother and an old man, determined to find Romance if it was extant. Wandering out onto a veranda, she found couples engaged in making love, with a full moon giving it the O. K. Loneliness was the bunk! She wanted Romance.. Suddenly it came to her—a figure vaulted over the railing and kissed her, then disappeared. A moment later three men so clad stood in a group below in the moonlight. Any one of them might be that man! His way of kissing was worth getting excited over, and she did. One by one she met the three men alone and gave each a "trial." Step by step she went through a perilous course of adventure until she found the giver of that kiss and — got the surprise of her young life!

APRIL AND MAY
Exhibitors-Universal Employees Months

ABOUT MARIE PREVOST

MARIE PREVOST is so beautiful and charming that one hardly stops to consider the possibility that she might be a dyed-in-the-wool intellectual. Underneath her vivacious manner may be something extraordinary in the brain line. Ever stop to think of it?

Some folks think a beautiful woman hasn't any right to be brainy. That she's intended simply as a graceful ornament.

"When I get to be an ornament in this world without any chance to exercise what grey matter I've got, I want some one mercifully to chloroform me!" says the piquant Universal screen star.

She has quite a penchant for such books as Sinclair Lewis' "Main Street," Joseph Hergesheimer's "Cytherea," the works of Frank Swinnerton and the old English classics. Recently she met a poet whose fiery verse had held first place in her heart. He was quite unassuming, not at all like the stuff he wrote. She nearly lost faith in everything over the disillusionment. But now that the crisis is past she takes great stock in Lawrence Hope's Indian Love Lyrics. "Wings" is her favorite of all Hope's poems.

Cash In On Your Showmanship. Enter Universal's "Crusoe" Competition.

"WITH STANLEY IN AFRICA"

Episode Sixteen

"The Slave's Secret"

HARDEN is amazed at the news of Nadia's disappearance. Selim finds the sword with which Hassan has been killed and tells Jack it belongs to the Uganda tribe, which had passed Stanley's camp a few hours before. Stanley instructs Selim to accompany Jack and Harden on their search for Nadia.

Jack and Harden camp near the camp where Nadia is confined. Harden sends out spies, but Jack, dissatisfied, creeps out with Selim at night and searches for her.

Nadia then feigns illness and is treated by the Arabs, her captors, with great consideration. They do not watch her, because of her apparent weakness. She goes to the defense of some badly treated slaves, but is badly worsted. Later that night she creeps out and unfastens their bonds and lets them go. In gratitude for this the king of the tribe tells her of the whereabouts of the white tribe which Jack is seeking.

Jack and Selim creep near the Arabs' camp and pass the escaping slaves. They finally reach camp and are discovered during the search for the missing slaves. Jack demands to know the owner of the sword he carries and Nadia, hearing Jack's voice, runs past the guard into Jack's arms. The Arabs claim they found Nadia wandering about in the jungle delirious. They collapse the tent, getting Jack underneath. Nadia runs off and a lion knocks her down and carries her off.

"THE ADVENTURES OF ROBINSON CRUSOE"

No. 8, "Marooned"

CRUSOE saves himself from the quicksands by catching on an overhanging vine and working himself clear of the treacherous footing. Crusoe's man Friday, hearing his master's call for help—the limb up which he climbs has snapped—by a heroic effort extricates himself from the tree which has fallen on him and manages to rescue Crusoe.

Torquada, believing Crusoe dead, reports his demise to the Patriarch. Meanwhile, Gale and Marion are attacked by Will and two other mutineers and made prisoners. Friday sees the three white strangers and reports his discovery to Crusoe. They find Gale. Crusoe, enraged at his former friend's duplicity and betrayal, refuses to assuage his thirst with a drop of water, despite the pleadings of Marion.

"OFF HIS BEAT"

Starring **HARRY SWEET**

Two-Reel Century Comedy

HARRY is forcefully recruited into the ranks of the police. There, he makes a delightfully dumb traffic cop.

About this time he and his fellow law enforcers are called forth to protect the sanctity of his sweetheart's home. But the robbers jump upon Harry and one of them changes clothes with him. Thus Harry is chased by the force from one end of the house to the other. Meanwhile the robber dressed in his police uniform is running wild with the other policemen.

Harry and the robber are captured, and just as they are being marched away the disguised robber holds them all at the point of a gun.

Harry, however, saves the day by landing on the robber's neck and saves the police force.

"IT'S A CENTURY"

"THE GAY DECEIVER"

One-Reel Star Comedy

ROY bribes a bill-poster, who is putting up ads for a girl show, to introduce him to the leading lady. He meets her and dates her up, after arranging with her leading man, who resembles him, to take Mrs. Roy to a dinner party.

While Roy is out painting the town red with the burlesque queen, Mrs. Roy is becoming infuriated at her supposed husband, who is flirting outrageously with all the other ladies at the dinner. After many amusing complications, Roy pays for his deception, however, because the show girl's husband comes in to the restaurant looking for trouble and forces Roy to come across with some cash to keep the matter away from his wife.

"EASY TO COP"

One-Reel Star Comedy

NERVY NED, while riding on the railroad track is thrown off by a train coming in the opposite direction. He is picked up by the mayor's pretty daughter and she takes him to her father's headquarters. The chief of police is choking the mayor when they arrive, and Nervy Ned knocks the chief out, and is made the new chief.

The old chief of police and his gang plan for revenge. They try to knock out Nervy Ned, but do not succeed. They then kidnap the mayor's daughter. Nervy Ned follows, and after knocking a dozen of the gang unconscious, rescues the girl.

"SIC 'EM, BROWNIE"

Starring **BROWNIE**

Two-Reel Century Comedy

BROWNIE is the one pal and protector that Jackie and Alberta have until one day their rich uncle finds them and changes them from street beggars into social lions.

In the dead of night, some time after their good fortune, several robbers invade the home. Jackie goes to the defense of the family treasures, but he seems powerless to do anything. However, Brownie knows how to act when robbers invade a peaceful millionaire's home, and with gun and jaw drives them into the hands of the arriving police. Thus Brownie brings Jackie into the limelight, and the uncle is a very happy man as he's found his little mischievous nephew—and his pal, Brownie.

"IT'S A CENTURY"

"LOOSE NUTS"

One-Reel Star Comedy

ROY'S girl is automobile-mad, so he pretends to buy a machine in order to impress her. Each time his bluff is called by the real owners of the cars in which he seats himself. At last he manages to buy a Ford, but a string of misfortunes follows him. The car catches fire, so he runs it into the fire house. Then it falls apart while he and his girl are riding in it.

Two tramps follow its trail and piece the parts together and make a new car. Suddenly Roy's chassis—the rest of the car has fallen off—runs wild and takes him and his girl over a cliff and buries them in a sand pile at the bottom. A junk dealer comes along and buys the remainder for about 30 cents.

"A GUILTY CAUSE"

Two-Reel Action Drama

Starring **TOM SANTSCHI**

BUD KANE, of the Circle Ranch, rescues Marion Matthews from a run-away. Marian's brother gets into a fight with Hank Johnson, a bully, knocks him out and escapes on the first horse he can find. Hank, seeking revenge, accuses the missing man of horse-stealing. Bud turns the tables by accusing Hank of the same crime and permits Ray Matthews to escape during the confusion.

Later Marion is lured away by a false note. Bud traces the tracks of her buckboard to Hank's rendezvous and thrashes Hank and his gang. Just as he is about "all in," the Rangers arrive and arrest Hank's outfit on charges of cattle rustling.

"All there!"

that's HOOT GIBSON

***presented by* Carl Laemmle**

and to be seen only in

Universal Attractions

"FOOLISH WIVES"

presented by
Carl Laemmle

In Des Moines-----

"ALL house records were shattered with 'Foolish Wives' when it opened at The Strand, Des Moines. A lockout from four until nine o'clock. Every indication of exceptionally successful engagement despite the strongest kind of opposition. This master picture is the talk of the town."

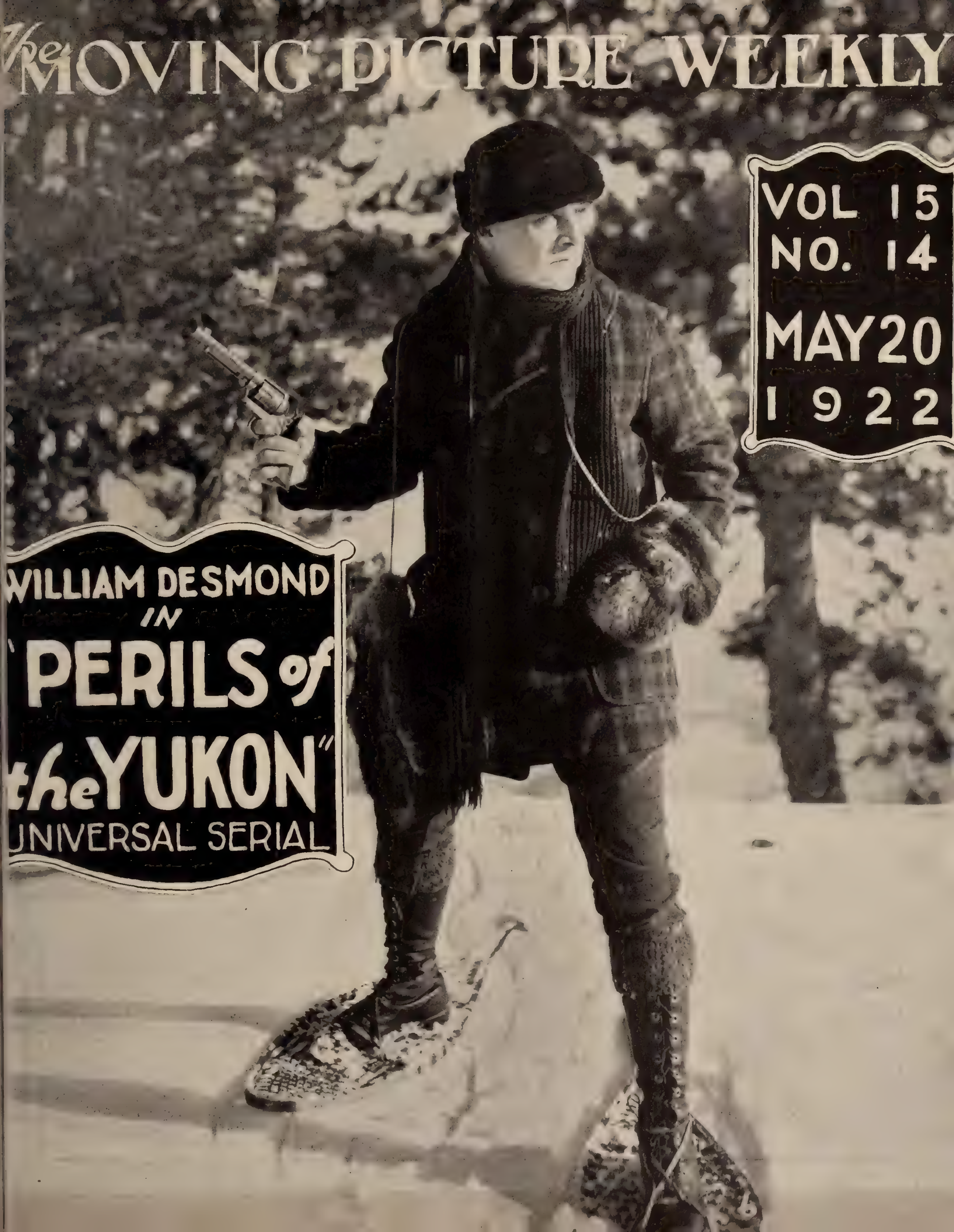
STRAND THEATRE,
Des Moines, Iowa.

By and with
Von Stroheim

UNIVERSAL SUPER JEWEL

The MOVING PICTURE WEEKLY

VOL 15
NO. 14
MAY 20
1922



WILLIAM DESMOND
IN
"PERILS of
the YUKON"
UNIVERSAL SERIAL

CARL LAEMMLE

will soon present

HERBERT RAWLINSON

with Virginia Valli in

"THE BLACK BAG"

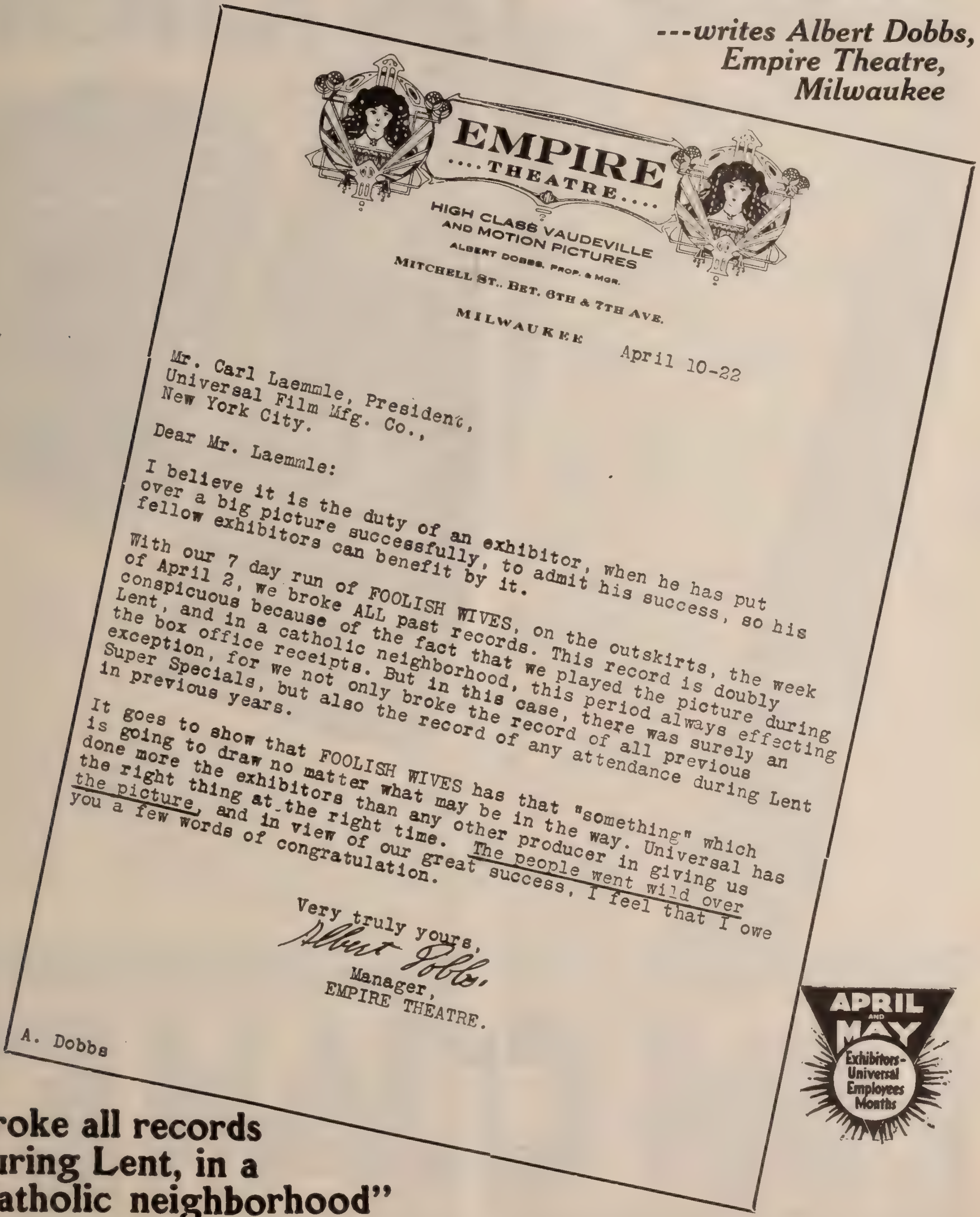
UNIVERSAL ATTRACTION

A STIRRING melodrama of romance and mystery with thrills that will hold any audience spellbound! Supported by a notable cast including Bert Roach, Jack O'Brien, Dick Sutherland, Arthur Hoyt and William DeVaull.

Directed by STUART PATON From the famous novel by LOUIS JOSEPH VANCE

"The People Went Wild Over The Picture"

---writes Albert Dobbs,
Empire Theatre,
Milwaukee



EMPIRE
....THEATRE....
HIGH CLASS VAUDEVILLE
AND MOTION PICTURES
ALBERT DOBBS, PROP. & MGR.
MITCHELL ST., BET. 6TH & 7TH AVE.
MILWAUKEE

April 10-22

Mr. Carl Laemmle, President,
Universal Film Mfg. Co.,
New York City.

Dear Mr. Laemmle:

I believe it is the duty of an exhibitor, when he has put over a big picture successfully, to admit his success, so his fellow exhibitors can benefit by it.

With our 7 day run of FOOLISH WIVES, on the outskirts, the week of April 2, we broke ALL past records. This record is doubly conspicuous because of the fact that we played the picture during Lent, and in a catholic neighborhood, this period always effecting the box office receipts. But in this case, there was surely an exception, for we not only broke the record of all previous Super Specials, but also the record of any attendance during Lent in previous years.

It goes to show that FOOLISH WIVES has that "something" which is going to draw no matter what may be in the way. Universal has done more the exhibitors than any other producer in giving us the right thing at the right time. The people went wild over the picture, and in view of our great success, I feel that I owe you a few words of congratulation.

Very truly yours,
Albert Dobbs.
Manager,
EMPIRE THEATRE.

A. Dobbs

APRIL AND MAY
Exhibitors-Universal Employees Months

"Broke all records during Lent, in a Catholic neighborhood"

"Great

Read every word of this!

Judged from the double standpoint of artistic achievement and commercial value, *The Trap* registers 100 per cent. It is a most unusual picture, altogether out of the beaten track, replete with pathos, the mad passion of revenge, the wistful love of a little child, the torture of a human heart soured and wrung by injustice, yet capable of the supreme sacrifice for the object of its affection—as strange and poignant a mingling of emotions as the screen has ever shown. It is so well directed by Frank Thornby, so cleverly acted by the star and supporting cast, that even such gruesome incidents as the shooting of Pierre and the introduction of a half-starved, blood-hungry wolf as a medium of vengeance, leave no evil impression on the spectator's mind. For these episodes, as well as the atmosphere of hate in which the unfortunate hero lives, are toned down and redeemed effectually by the finer influences which permeate the story and lead up to a wonderfully effective and touching climax. The picture is beautifully photographed, in every sense a credit to all concerned in its production, and gives every indication of being a great box-office success.

Points of Appeal.—There are absolutely no conventional angles in the picture. For instance, although the villain receives a prison sentence, he is not crushed in the usual film fashion, the finale showing him in a better light than ever before, while the hero's only reward is looking forward to again seeing the child he loves when the latter has grown to manhood. This is a new and refreshingly natural departure from ordinary screen methods. The interest never flags, the action never slackens and the audience is held spell-bound from the first to the final reel.

LON CHANEY

Box Office Success!

ays EXHIBITORS TRADE REVIEW

Here is what the trade press thought about "The Trap":

"Not only is 'The Trap' another personal triumph for Lon Chaney, but it is a swift moving melodrama that holds the interest of the spectator with uncommon strength from the first tree in the North Woods scenes to the last sunset over the Canadian Rockies. It has attributes of melodramatic moving-picture entertainment that lift it out of the ordinary."

—MOVING PICTURE WORLD.

"Rare entertainment here. Story of more than usual merit, with that very finished actor, Lon Chaney, giving a real characterization. This is Chaney's first starring vehicle for Universal and in it exhibitors have a good bet."

—EXHIBITORS HERALD.

"It is an impressive melodrama. Lon Chaney is gifted enough an actor to uplift any story. He interprets a George Beban type of role with all his skill at pantomime — a skill which establishes him as one of the very few real character actors of the screen."

—MOTION PICTURE NEWS

UNIVERSAL JEWEL

Presented
by
arl Laemmle
in

The TRAP

"Wild Honey

and

CARL
LAEMML
present

Book it Today! Dont Delay

has done it!

ill do it everywhere

Says **S. ENEA**, California Theatre
Pittsburg, California.

Here's the Proof:

"Has sure got a real thrill. It's the best I have ever seen. Had the S. R. O. sign out before the first show was out."

J. B. SPARKS, Sparks Amusement Co.,
Bend, Oregon.

"One of the best pictures of the season. You can always figure on Priscilla Dean at the box-office and in satisfaction to your customers of 100 percent entertainment."

GLEN W. DICKINSON, Marshall Theatre,
Manhattan, Kans.

"A money maker. I think Priscilla Dean one of the best actresses on the screen."

C. J. WOODWANSEE, Lankersheim Theatre,
Lankersheim, Calif.

PRISCILLA DEAN

a stupendous picturization of Cynthia Stockley's famous novel.

WILD HONEY"

A SUPERB UNIVERSAL JEWEL.

Directed by WESLEY RUGGLES

YOU DEMAND BIG ONES-
HERE'S THE WORLD'S BEST

PRISCILLA
DEAN
IN

"UNDER TWO FLAGS"

DIRECTED BY TOD BROWNING FROM THE WORLD FAMOUS NOVEL BY OUIDA... WITH A WONDERFUL CAST HEADED BY JAS. KIRKWOOD

HOUSE
PETERS
AND AN ALL STAR CAST
IN

"HUMAN HEARTS"

HAL REID'S FAMOUS STAGE PLAY MADE INTO A SUPERB DRAMA OF TEARS AND SUNSHINE BY KING BAGGOT........... EDITH HALLOR, RUSSELL SIMPSON, GEORGE HACKATHORNE, MARY PHILBIN, GERTRUDE CLAIRE AND OTHERS IN CAST...........

HOUSE
PETERS
AND AN ALL STAR CAST
IN

"THE STORM"

FROM GEORGE BROADHURST'S PRODUCTION OF LANGDON McCORMICK'S BROADWAY SENSATION.... CAST INCLUDES MATT MOORE, VIRGINIA VALLI AND JOSEF SWICKARD.... DIRECTED BY REGINALD BARKER

REGINALD
DENNY
AND AN ALL STAR CAST
IN

"THE KENTUCKY DERBY"

MADE FROM CHAS. T. DAZEY'S " THE SURBURBAN" ONE OF THE GREATEST SUCCESSES IN THE HISTORY OF THE THEATRE DIRECTED BY KING BAGGOT CAST INCLUDES LILLIAN RICH, EMMETT KING, LIONEL BELMORE, WALTER McGRAIL AND OTHERS

COMING UNIVERSAL-JEWELS

TO BE PRESENTED BY CARL LAEMMLE

BIG NEWS

for every exhibitor

in Universal's

Moving Picture Weekly

dated May 27th 1922

There's money in it
for you—**get it!**

If you fail to receive a copy notify the
CIRCULATION MANAGER, UNIVERSAL FILM MFG. CO., 1600 B'WAY. N.Y.C.

"Did More On This Than

"Made me a lot of money!"

J. GOODFRIEND,
Liberty Theatre, Caddo, Texas.

"An excellent Western!"

F. G. AVERS,
Home Theatre, Portage, Wis.

"Drew big on third day in town of 4,000!"

P. G. ESTEE,
Brookings, S. D.

"Best Western I've ever run!"

M. NIELSON,
Fox Theatre, Buhl, Idaho.

CARL LAEMMLE presents

HARRY CAREY

and

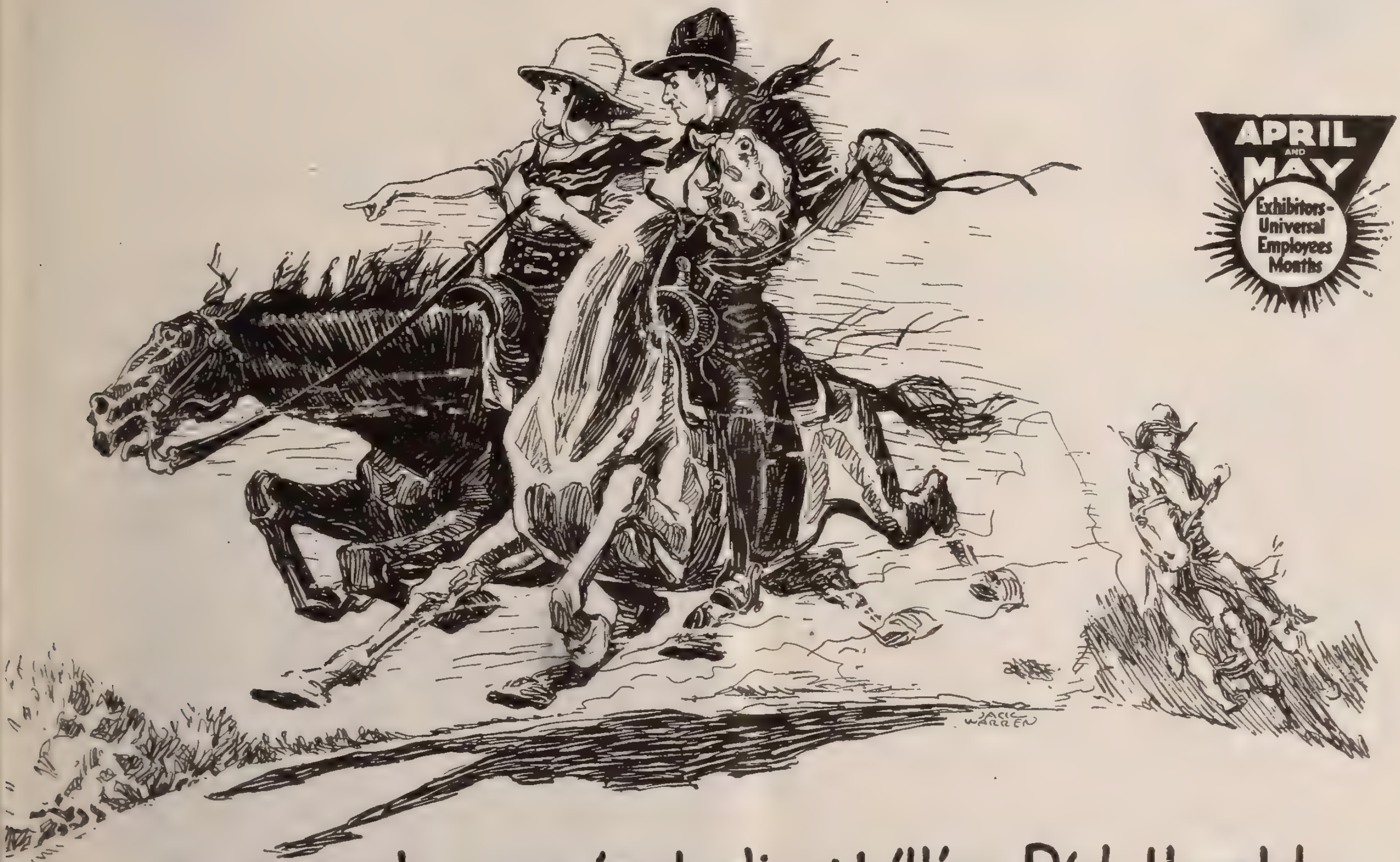
Directed b

"MA

Any Picture Ever Played!"

---Writes R. A. Cort,
Blackfoot, Idaho.

APRIL
AND
MAY
Exhibitors-
Universal
Employees
Months



—a superb cast including Lillian Rich, Harold Goodwin, Chas. Le Moyne and others in a stupendous drama of adventure in the **FAR WEST** ...

Stuart Paton from the famous novel by Jackson Gregory

N to MAN"

NIVERSAL JEWEL

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION-PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, Editor.
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Vol. 15 MAY 20, 1922 No. 14

COAST BREVITIES

TO take advantage of the radio craze while it is at its height, Universal has prepared and started "The Radio King," a chapter-play which will be released this summer.

THE California desert at Oxnard will again double for the Sahara when Priscilla Dean encamps there to film the wild cavalry charge that will send the thrill-gauge of "Under Two Flags" to the top. French and Algerian cavalry are entraining now at Universal City.

"TRIMMED AND BURNING," Hapsburg Liebe's Collier's story, has been shortened for the use of Hoot Gibson to "Trimmed."

HAVING finished "In the Days of Buffalo Bill," the biggest serial that Universal ever attempted, Art Acord is making a series of two-reel Western dramas until his next serial is ready for him.

Cobe's Splendid Musical Prologue for "The Trap"

Andrew J. Cobe, Manager of the Central Theatre, New York City, Employed Two Opera Singers to Furnish Musical Atmosphere for His Presentation of Lon Chaney's Universal-Jewel, "The Trap"

REGINALD DENNY, Lilian Rich, Kingsley Benedict and Gertrude Astor have been engaged to play the principal rôles in "The Kentucky Derby," which is now beng filmed in Louisville, Kentucky, by King Baggot.

Maude George Opens American Ass'n Season

Maude George, Co-Star of "Foolish Wives," Officially Opened 1922 Baseball Season of the American Association. Many State and Municipal Officials Accompanied Miss George to the Milwaukee Ball Park, Where She Occupied a Box of Honor

THE "all-star" cast is frequently a misnomer. It will not be, however, in the case of "The Flirt," the Jewel picture which Hobart Henley is to direct. Eileen Percy and Helen Eddy are the first two stars who have been engaged for the cast.

HARRY MYERS, after practise for twelve weeks in his birthday suit in the "Robinson Crusoe" chapter-play, feels well qualified to support Gladys Walton in "Top o' the Morning," Anne Caldwell's well-known Irish play, which is being made into a Universal feature under the direction of Eddie Laemmle.

Elaborate Production for "Under Two Flags"

Priscilla Dean Company of 241 Goes Into Camp on Desert

THE technical department at Universal City, famous for its remarkable achievements, is having the test of its career in the Universal-Jewel production of Ouida's "Under Two Flags," starring Priscilla Dean and directed by Tod Browning.

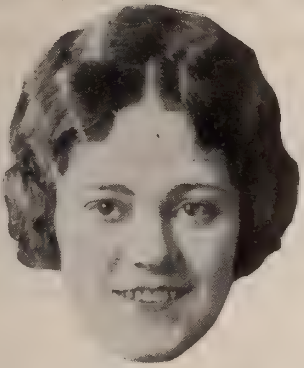
VON STROHEIM'S "Foolish Wives" is the only picture ever made at Universal City which called for as much technical preparation. From cafés to boudoirs, barracks to mosques, the gamut of architecture as it is known in the countries of North Egypt is run. Not only does the technical department under Ray Van Alstyne have to design and build the variety of beautiful sets, but with the electrical department under Harry D. Brown it must produce marvelous lighting effects by means of colors and miniatures designed to scale. A city of the Arabs will arise in the desert. Tod Browning's assistants have marshaled 241 people to "steal through the night" to the desert land near Oxnard, California, for Algierian scenes.

TO house the unit a complete tent city will be built. The chef of a leading Los Angeles café will go with several aides to prepare the meals of the motion picture artists. Canvas stables will arise. Temporary structures for the occupancy of the technical staff and extras are under way. The picture is being staged more elaborately than anything in Miss Dean's career.

James Kirkwood, John Davidson, Stuart Holmes and others support Miss Dean.

"Packed theatre to utmost capacity!"

Says A. RUTTENBERG, New Home Theatre, Detroit, Mich.



THAT'S what happens when you pick 'em shrewdly! They'll pack your house to see "No Woman Knows"! Other exhibitors are packing them in. They have proven the tremendous drawing power of this Universal-Jewel. Book it and prove it to yourself!

CARL LAEMMLE *offers*
MABEL JULIENNE SCOTT
and STUART HOLMES *in*

"No Woman Knows"

The Amazing Story of "FANNY HERSELF" by EDNA FERBER.

UNIVERSAL JEWEL Directed by **TOD BROWNING.**

THIS IS WHAT

No. 281.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

The other day a banker said to me: "You've built your house to live in, haven't you?"

"I don't know exactly what you mean," I replied.

"Well," he went on, "there are two kinds of houses. One kind you build to sell. The other you build to live in. The one you build to sell is generally not so well built as the one you build to live in. It is more flashy, perhaps, and has a better outward appearance, but it is not constructed of the substantial, everlasting stuff you use in the other kind of house. It is generally known in the banking business that the Universal Company was not built to be sold. It was built to live in. It is solid!"

That's pretty good stuff. I'm glad the bankers feel that way. Some day I may want to borrow from them. It's a comforting thing to know that they know the Universal is solid.

And it's a pretty good thing for you to know, too. Most of the picture business is still an unknown quantity. It has not settled down to bedrock. Every now and then comes an upheaval which upsets your calculations.

As long as "it is generally known in the banking business that the Universal is solid," it's a good thing for you to know it, because the time must come before long when you must determine your future source of supply of pictures. You will have to decide whether

A BANKER SAID

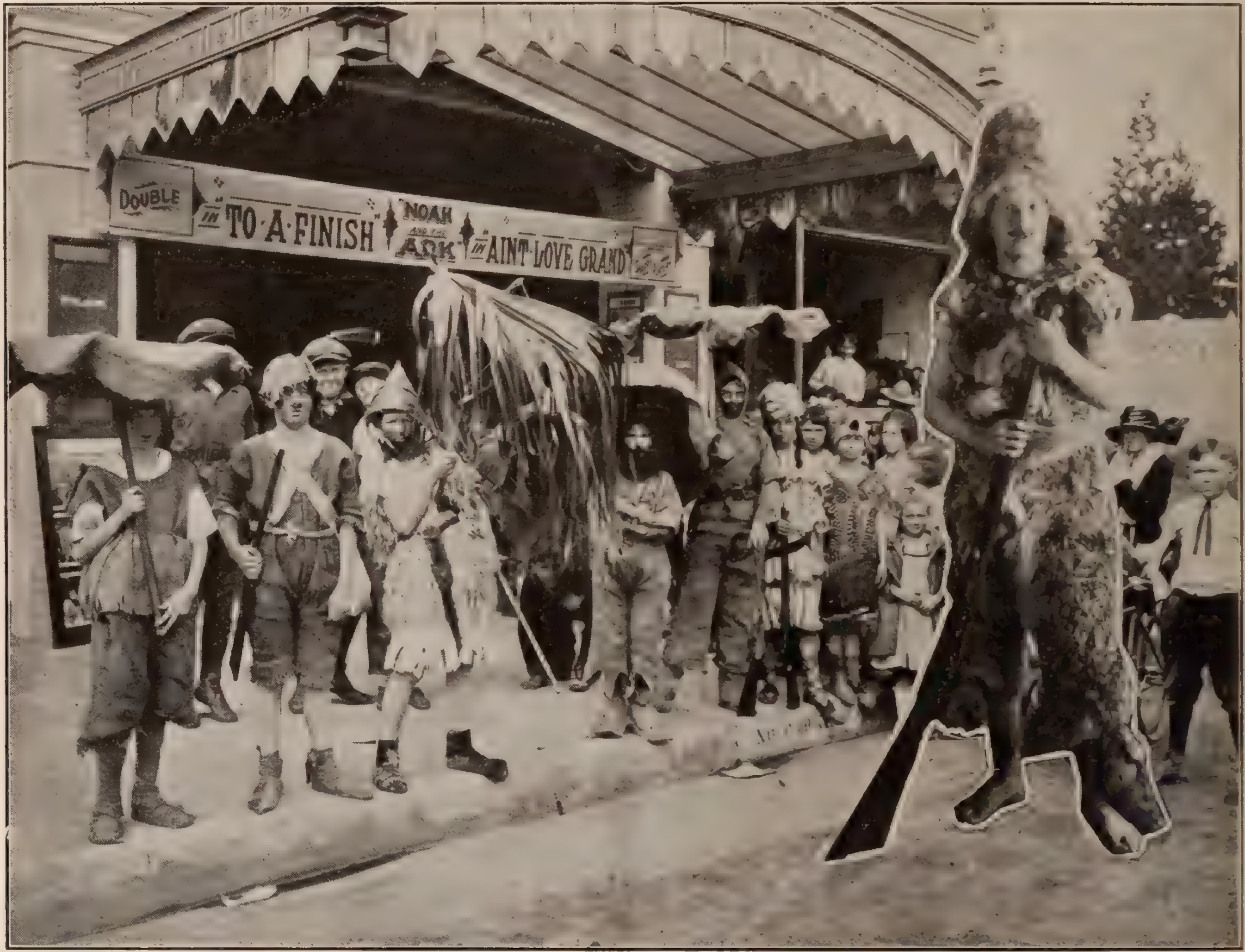
you intend to build your house to sell or build it to live in---to earn a steady livelihood for you and yours.

If you are not ready to admit that Universal pictures are better than those of any other company, month in and month out, at least you must admit that they are fully as good as the best AND THAT THEY ARE SOLD ON A MORE REASONABLE LIVE-AND-LET-LIVE PRICE BASIS THAN YOU CAN OBTAIN ANYWHERE ELSE. When you have come to this conclusion, the sooner you give us ALL your business, the sooner you will enable us to keep giving you better and better product.

The Universal is solid. It has never been a borrower. It has built up its world-wide organization out of hard-earned earnings, not out of borrowings. It is accountable to nobody except its customers and two or three stockholders and myself. Universal stockholders have been content to keep putting the earnings back into the company to extend our business into every remote corner of the world. It is because we have the most far-reaching world-wide business that we sell good pictures to you at a price which is bound to yield you a profit.

The Universal is solid. If you don't feel solid yourself, the best way to attain solidity is to snuggle up close to something that is solid. All we can offer you is the best pictures money can make, at the lowest price they can possibly be sold for. And we can guarantee a steady, unceasing supply. If that sounds like good insurance for your future, come on in!

LUCKY TRIO WINS



Unique Crusoe Impersonation Contest Which Won $200 for Manager J. S. Woodhouse of the United, Alhambra, Calif. Contestants Were Supposed to Use Their Ingenuity in Making Appeal from Simple Materials. Winner of the First Prize Shown at Right

OF the sixteen weekly prize winners in Universal's $7,000 Robinson Crusoe Exploitation Contest, three were picked by a selected jury of Exploitation Editors of three of the leading Trade Weeklies for the Monthly Major Prizes of $450, $300 and $200. The fortunate contestants are: A. P. Desormeaux, Strand, Madison, Wis., first prize; Al Hamilton, Palace, South Norwalk, Conn., second prize, and J. S. Woodhouse, United, Alhambra, Calif., third prize. The exploitation editors who decided the awarding of the monthly prizes were: James Beecroft, Exhibitors Herald; J. S. Dickerson, Motion Picture News, and Charles Simpson, Exhibitors Trade Review.

MONTHLY PRIZE-WINNERS

$450—A. P. Desormeaux, Strand, Madison, Wis.
$300—Al Hamilton, Palace, South Norwalk, Conn.
$200—J. S. Woodhouse, United, Alhambra, Calif.

$50 THIS WEEK TO——

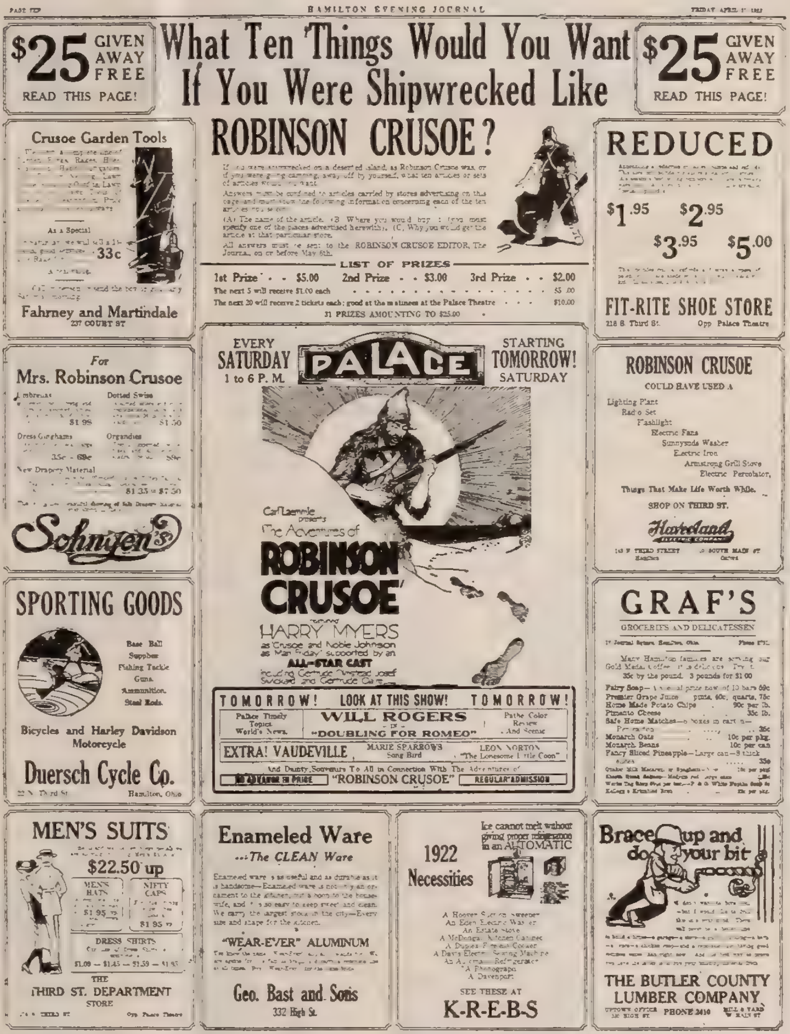
Fred S. Meyer, Palace, Hamilton, Ohio.
M. E. Meinert, Arcade, Scottdale, Pa.
Frank Lofaro, Victoria, Johnstown, Pa.
J. R. Taylor, Amuzu, Big Stone Gap, Va.

IT was only after conscientious deliberation the judges were able to reach a decision. Various factors entered into the awarding of the prizes — originality of idea, size of town, cost of exploitation, artistry of display, adaptability to average house, universality of appeal and ingenuity of presentation were but a few of the points taken into consideration. Those exhibitors whose ideas were considered worthy of mention and who gave the winners a close run for the money were: Harry Holland, Bishop, Bishop, Calif.; Otto L. Meister, Whitehouse, Milwaukee, Wis.; Max Marcus, U. S., Cleveland, Ohio; A. T. Simmons, Dome, Akron, Ohio, and D. L. Suddath, Amusu, Natchitoches, La.

BIG MONEY PRIZES

MR. DESORMEAUX, winner of the first prize of $450, is the exhibitor who had his street man, attired as Crusoe, appear in windows of leading mercantile establishments of Madison, Wis., and who obtained considerable good will and publicity by inviting the crippled children of a local hospital to his opening. Suitable window cards were placed in front of his ballyhoo at all appearances. Besides putting over a huge parade, Mr. Desormeaux prevailed upon the Mayor of Madison to present publicly a large Key to Happiness to Robinson Crusoe which opened the door of the Strand Theatre and admitted the crowds who had taken part in or followed the parade. Motion pictures of the various stunts were taken and presented at a later date in the theatre.

Universal takes this opportunity to congratulate not only Mr. Desormeaux and the other enterprising exhibitors live enough to capitalize their showmanship and win one of the big money prizes, but also those who have been fortunate enough to evolve stunts worthy of winning the weekly awards of $50.



HAMILTON EVENING JOURNAL

$25 GIVEN AWAY FREE
READ THIS PAGE!

What Ten Things Would You Want If You Were Shipwrecked Like ROBINSON CRUSOE?

If you were shipwrecked on a deserted island, as Robinson Crusoe was, or if you were going camping, away off by yourself, what ten articles or sets of articles would you want.

Answers must be confined to articles carried by stores advertising on this page and must show the following information concerning each of the ten articles you select:

(A) The name of the article. (B) Where you would buy it (you must specify one of the places advertised herewith). (C) Why you would get the article at that particular store.

All answers must be sent to the ROBINSON CRUSOE EDITOR, The Journal, on or before May 6th.

LIST OF PRIZES

1st Prize . . $5.00 2nd Prize . . $3.00 3rd Prize . . $2.00
The next 5 will receive $1.00 each $5.00
The next 20 will receive 2 tickets each; good at the matinees at the Palace Theatre . . . $10.00
31 PRIZES AMOUNTING TO $25.00

Crusoe Garden Tools

As a Special

33c

Fahrney and Martindale
237 COURT ST

For Mrs. Robinson Crusoe

Umbrellas $1.98
Dotted Swiss $1.50
Dress Ginghams 35c - 69c
Organdies 59c
New Drapery Material $1.35 — $7.50

Sohngen's

SPORTING GOODS

Base Ball
Supplies
Fishing Tackle
Guns
Ammunition
Steel Rods

Bicycles and Harley Davidson Motorcycle

Duersch Cycle Co.
Third St. Hamilton, Ohio

EVERY SATURDAY 1 to 6 P. M.
PALACE
STARTING TOMORROW! SATURDAY

Carl Laemmle presents The Adventures of ROBINSON CRUSOE featuring HARRY MYERS as Crusoe and Noble Johnson as Man Friday supported by an ALL-STAR CAST including Gertrude Olmstead, Josef Swickard and Gertrude Claire

TOMORROW! LOOK AT THIS SHOW! TOMORROW!
Palace Timely Topics World's News
WILL ROGERS IN "DOUBLING FOR ROMEO"
Pathe Color Review And Scenic
EXTRA! VAUDEVILLE
MARIE SPARROWS Song Bird
LEON NORTON "The Lonesome Little Coon"
And Dainty Souvenirs To All in Connection With The Adventures of "ROBINSON CRUSOE"
REGULAR ADMISSION

REDUCED

$1.95 $2.95 $3.95 $5.00

FIT-RITE SHOE STORE
218 S. Third St. Opp. Palace Theatre

ROBINSON CRUSOE
COULD HAVE USED A
Lighting Plant
Radio Set
Flashlight
Electric Fans
Sunnysuds Washer
Electric Iron
Armstrong Grill Stove
Electric Percolator,
Things That Make Life Worth While.
SHOP ON THIRD ST.

Haverland Electric Company

GRAF'S
GROCERIES AND DELICATESSEN

Many Hamilton families are serving our Gold Medal coffee.
35c by the pound. 3 pounds for $1.00

Fairy Soap — 10 bars 69c
Premier Grape Juice pints, 40c; quarts, 75c
Home Made Potato Chips 90c per lb.
Pimento Cheese 35c lb.
Safe Home Matches 35c
Monarch Oats 10c per pkg.
Monarch Beans 10c per can
Fancy Sliced Pineapple—Large can 35c

MEN'S SUITS
$22.50 up
MEN'S HATS $1.95 up
NIFTY CAPS $1.95 up
DRESS SHIRTS
$1.09 — $1.45 — $1.59 — $1.95
THE THIRD ST. DEPARTMENT STORE
Opp. Palace Theatre

Enameled Ware
---The CLEAN Ware
"WEAR-EVER" ALUMINUM
Geo. Bast and Sons
332 High St.

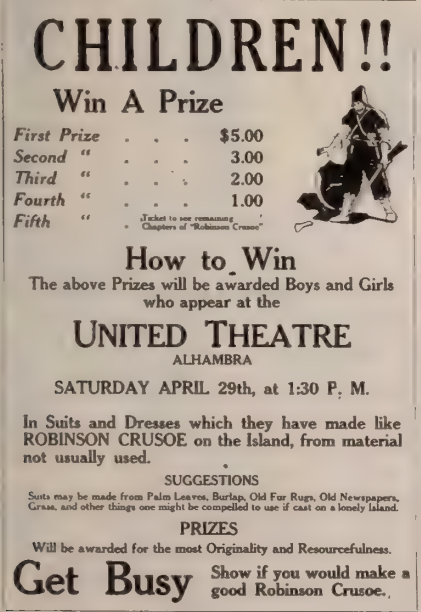
1922 Necessities
Ice cannot melt without giving proper refrigeration in an AUTOMATIC
A Hoosier Kitchen Cabinet
An Eden Electric Washer
An Estate Stove
A McDougall Kitchen Cabinet
A Duplex Fireless Cooker
A Davis Electric Sewing Machine
An Automatic Refrigerator
A Phonograph
A Davenport
SEE THESE AT
K-R-E-B-S

Brace up and do your bit
THE BUTLER COUNTY LUMBER COMPANY
PHONE 2410

Fred S. Meyer, Manager of the Palace, Hamilton, Ohio, Followed a Campaign Book Suggestion, Which, Among Other Things, Won a Fifty-Dollar Prize for Him This Week

AL HAMILTON, awarded the second prize of $300, obtained window displays in ten of Norwalk's leading stores in exchange for a co-operative advertisement inserted in his local newspaper. Each of the merchants worded his ad to read as a direct tie-up with the Universal chapter-play, and explained how easy it would have been for Crusoe to obtain certain necessities and luxuries had he patronized such-and-such a store. His best window display, however, was a rocking raft, made from a cut-out and illuminated by apparent lightning flashes. The rolling motion of the raft was obtained by using an electric fan's oscillator, the lightning by an intermittent flasher installed at slight cost.

Besides these stunts, Mr. Hamilton obtained the co-operation of all local school teachers and principals and secured valuable testimonials and endorsements from them which he distributed among patrons on his mailing list. Universal extends to Mr. Hamilton its sincerest congratulations on his enterprise and ingenuity and wishes him continued success in his presentation of forthcoming chapters of "The Adventures of Robinson Crusot," to-date, the greatest achievement in cinematographic portrayal of one of the world's most popular classics.



CHILDREN!!

Win A Prize

First Prize . . .	$5.00
Second " . . .	3.00
Third " . . .	2.00
Fourth " . . .	1.00
Fifth "	Ticket to see remaining Chapters of "Robinson Crusoe"

How to Win

The above Prizes will be awarded Boys and Girls who appear at the

UNITED THEATRE
ALHAMBRA

SATURDAY APRIL 29th, at 1:30 P. M.

In Suits and Dresses which they have made like ROBINSON CRUSOE on the Island, from material not usually used.

SUGGESTIONS

Suits may be made from Palm Leaves, Burlap, Old Fur Rugs, Old Newspapers, Grass, and other things one might be compelled to use if cast on a lonely Island.

PRIZES

Will be awarded for the most Originality and Resourcefulness.

Get Busy Show if you would make a good Robinson Crusoe.

Announcement of Manager Woodhouse's Robinson Crusoe Impersonation Contest

J. S. WOODHOUSE, winner of the third prize of $200, staged a remarkable impersonation contest for children in Alhambra, Calif., awarding prizes of money and admissions to those whose make-ups most closely resembled Harry Myers' in "The Adven- (*Continued on Page* 22)

Held up as the
# of short featu

"The most entertaining features of the season."
--Carl Sandburg, Chicago Daily News

"Our patrons are falling for these short subjects with a vengeance. If you haven't tried them out I'd advise you to look them over."
--Wm. H. Creal, Suburban Theatre, Omaha, Neb.

"Round Five of this series is just as exciting as any of the previous numbers--and that is saying a good deal."
--Film Daily (formerly Wid's)

UNIVERSAL JEWEL
COLLIER'S SERIES

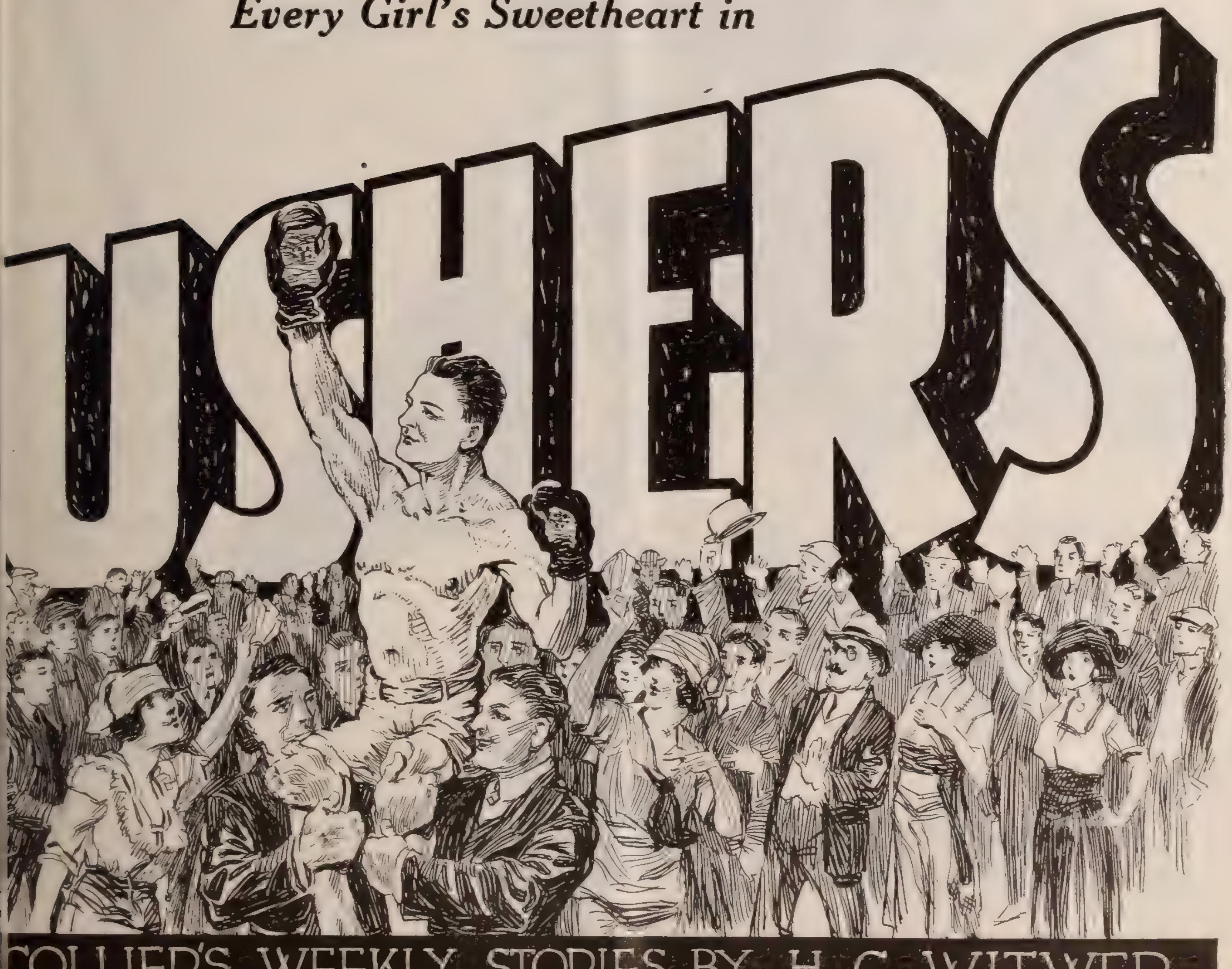
MADE BY HARRY POLLARD FROM THE FAMOUS

greatest series
ies ever made!

CARL LAEMMLE
presents

REGINALD DENNY

Every Girl's Sweetheart in



COLLIER'S WEEKLY STORIES BY H. C. WITWER

Carl Laemmle
will soon present

A
Cool
Clean-up
for
Summer
Days
!

Watch for Your Campaign Book---it's packed with sure-fire exploitation ideas.

"PERILS of the YUKON"

a great chapter-play of daring adventure, romance and mystery in the land of ice *and* snow

Starring the great feature star—Hero of a million boys

WILLIAM DESMOND

Directed by Perry Vekroff

Coming Chapter-play Knockouts!

CARL LAEMMLE will offer

ART ACORD *in*

—the greatest chapter-play ever produced—action, thrills, adventure, made into a continued feature that will make history at box-offices—

"In the Days of BUFFALO BILL"

Directed by EDWARD LAEMMLE

CARL LAEMMLE will soon present

THE SEASON'S SENSATION

CARL LAEMMLE again points the way to bigger and better profits. Here is a sure-fire knockout chapter-play based on the most popular thing on earth—RADIO! Get ready—and get busy! Watch for it.

"The Radio King"

WATCH FOR IT!

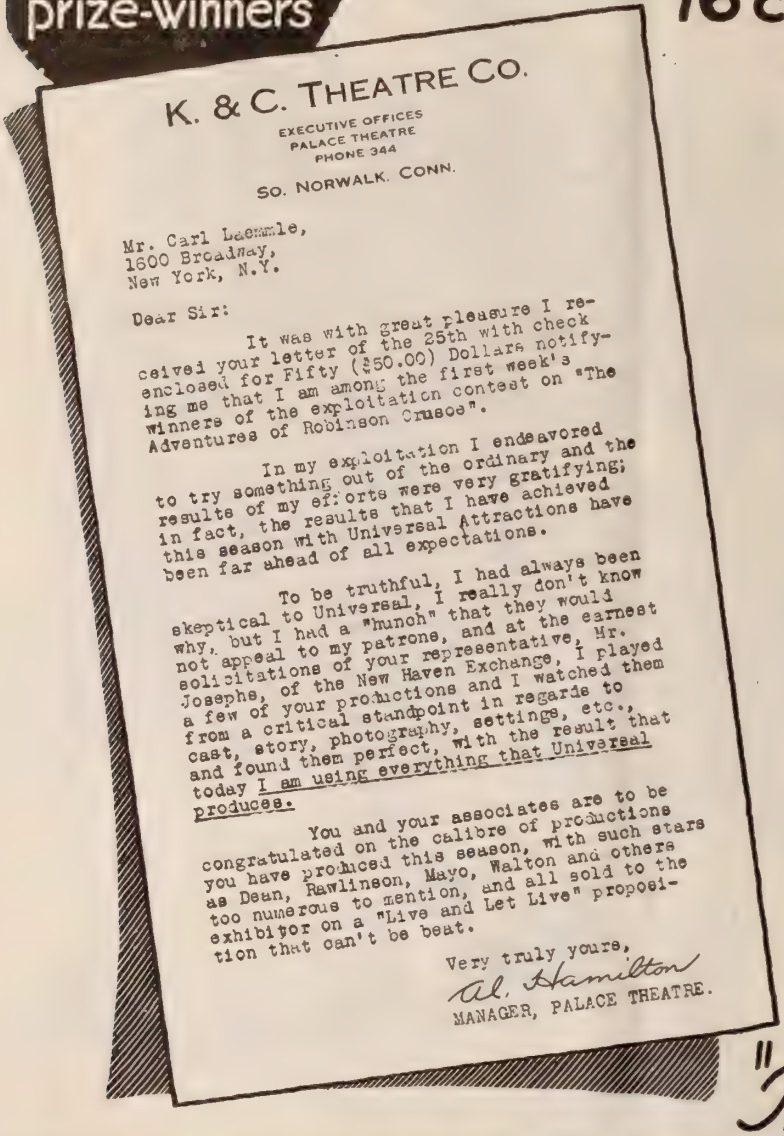
PRODUCED by
UNIVERSAL
OF COURSE

Get Busy. $7,000 Is Going to Be Given for "Crusoe" Stunt Ideas.

Three months to go in big $7000 contest—

—read this letter from one of the prize-winners

There's still time to get some of the 76 cash prizes offered!



K. & C. THEATRE CO.
EXECUTIVE OFFICES
PALACE THEATRE
PHONE 344
SO. NORWALK. CONN.

Mr. Carl Laemmle,
1600 Broadway,
New York, N.Y.

Dear Sir:

It was with great pleasure I received your letter of the 25th with check enclosed for Fifty ($50.00) Dollars notifying me that I am among the first week's winners of the exploitation contest on "The Adventures of Robinson Crusoe".

In my exploitation I endeavored to try something out of the ordinary and the results of my efforts were very gratifying; in fact, the results that I have achieved this season with Universal Attractions have been far ahead of all expectations.

To be truthful, I had always been skeptical to Universal, I really don't know why, but I had a "hunch" that they would not appeal to my patrons, and at the earnest solicitations of your representative, Mr. Josephs, of the New Haven Exchange, I played a few of your productions and I watched them from a critical standpoint in regards to cast, story, photography, settings, etc., and found them perfect, with the result that today I am using everything that Universal produces.

You and your associates are to be congratulated on the calibre of productions you have produced this season, with such stars as Dean, Rawlinson, Mayo, Walton and others too numerous to mention, and all sold to the exhibitor on a "Live and Let Live" proposition that can't be beat.

Very truly yours,
Al. Hamilton
MANAGER, PALACE THEATRE.

A CERTAIN hustling showman (name on page 14) learns today that he is the winner of first prize—$450—in the April contest for exploitation ideas for "The Adventures of Robinson Crusoe." Another gets $300, and still another $200—first, second and third prizes, respectively.

First prize winner nets $500 for his idea, second $350 and third $250.

That's a nice bunch of money—some of which you might have had if you had sent in your name when you booked this marvelous chapter-play! Get in now—all you have to do is to write the Contest Manager, Serial Dept., Universal Film Mfg. Co., that you're all set—and you're in on a chance for some of the $7000 we are giving away!

When you send in your stunt, send photos of it, your theatre, and yourself!

Send in your name TODAY!

Carl Laemmle presents

HARRY MYERS

and an all-star cast in

"The Adventures of ROBINSON CRUSOE"

UNIVERSAL'S MARVELOUS CHAPTER-PLAY—Directed by ROBT. HILL

Oldknow Resigns As Film Distributing Head

Ned E. Depinet New Manager For Southern Consolidated

NED E. DEPINET, for ten years the assistant general manager of the Consolidated Film and Supply Company, one of the South's most extensive film distributing agencies, has been elevated to the position of General Manager of that corporation, it has just been learned, and hereafter will guide the destinies of the company. He succeeds William C. Oldknow, who has resigned.

The Consolidated Film and Supply Company is the distributor of Universal pictures in the South. The company has its headquarters in Atlanta, and has offices in New Orleans, Dallas, El Paso, Memphis and Jacksonville. For the time being, Depinet, who has been in charge of the Dallas branch, will remain in that city.

The new Consolidated manager has just returned to Dallas from New York, where he was in conference with the officials of the Universal Film Manufacturing Company, relative to the future distribution of Universal pictures in the South. Although there is no change of policy contemplated in the management of the Consolidated, the distribution and handling of Universal pictures will gradually undergo a building-up process which it is calculated will make the South one of Universal's most fertile fields.

Depinet, although scarcely out of his twenties, has been in the film business almost fifteen years, and is considered to be one of the best known film men in the South. He started in the business in 1907 in his father's Dreamland Theatre in New Orleans.

Ned E. Depinet.

Then he became shipper and inspector for the Imperial Film and Supply Company of New Orleans. When this concern was sold out to the General Films young Depinet joined the forces of the Consolidated Film and Supply Company. He worked for them in St. Louis and Atlanta, then travelled all through the South as a salesman.

In a statement made just prior to his departure from New York, Depinet said:

"I believe the time is ripe for a healthy increase in picture business in the South. There is no doubt that conditions there are on the up-grade. The Consolidated is well fixed to take advantage of this and I am going to bend every effort to keep Universal pictures at the top of the list in popular favor throughout our territory. I plan no immediate changes in the organization, but will gradually make it a bigger and better film distributing organization. The Consolidated has earned a reputation for fairness to the exhibitor. I am going to make this a creed, and I know that my host of exhibitor friends throughout the Southern States will welcome my contemplated moves to give better service."

* * *

International News Introduces Camera Trick

International News Reels "Shots" Make New York Look Like Crazy Town---A Great Laugh Getter

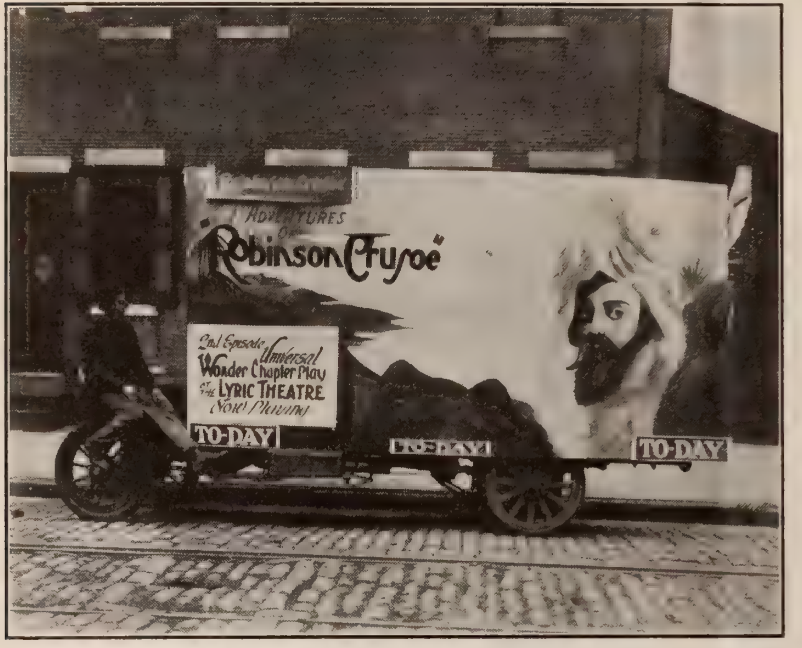
INTERNATIONAL NEWS has introduced a novelty into the recent issues of that news reel. It is a subject showing how New York City looks to a futuristic artist, or perhaps to an over-indulger in home brew and prohibition hooch.

The first selection of these shots is included in International News No. 29, just released through all Universal Exchanges. It includes shots of the Woolworth Building, the City Hall, the Municipal Building, the Brooklyn Bridge and the Subway and Elevated lines, and various crowds, actually photographed, but reproduced by some camera trick to look like the wildest dreams of a welsh rarebit fiend. It is said to be the best laughter-getter in moving pictures ever made by trick photography and will increase patronage, International claims.

In succeeding reels, International will show other familiar New York sights in jazzed photography, and then a series of news events photographed the same way. It is predicted to be even a bigger bet for "freak pictures" than slow motion.

Send Your Name Today for Universal's $7,000 "Robinson Crusoe" Contest

LUCKY TRIO WINS


Adventures of Robinson Crusoe
2nd Episode Universal Wonder Chapter Play at the LYRIC THEATRE Now Playing
TO-DAY
TO-DAY!
TO-DAY

Lew Rovner's Follow-up Exploitation for Lyric, Camden, N. J., Included a Man and a Bass Drum Behind 24-Sheets On a Truck

(*Continued from Page* 15) tures of Robinson Crusoe." This showman obtained the endorsement of local educators by inviting them to a pre-view of the Universal chapter-play's first three episodes and procured permission to distribute eight hundred free tickets for the opening matinee among the best-behaved pupils of the local schools. The free admissions brought along enough paid admissions to pay the day's overhead and profit enough to pay for one-third of the entire chapter-play. Another novel stunt employed by Mr. Woodhouse was issuing of cards whereon a cross, similar to that used by Crusoe as a calendar, was printed. Each time a boy or girl brings an additional patron to see a chapter of "The Adventures of Robinson Crusoe," a hole is punched in the cross by the doorman. The child with most holes punched in the cross on June 24 receives a free trip to Catalina Island, costing $10 ordinarily. A large cross installed in the lobby is used by the boys and girls to write their names and addresses upon.

The most interesting part of Mr. Woodhouse's impersonation contest for the children was the fact that all the contestants used their imaginations in making costumes out of materials at hand, burlap, skins, papers, etc. Mr. Woodhouse's success in putting over the opening episodes of "The Adventures of Robinson Crusoe" should serve as an example to other exhibitors and influence them to get behind a chapter-play of this magnitude with all their ingenuity and energy. Universal extends its hearty congratulations to Mr. Woodhouse and feels his splendid exploitation will go far to add to the dignity and prestige of his theatre.

WINNERS of the four $50 weekly prizes for the current week are: Fred S. Meyer, Palace, Hamilton, Ohio; M. E. Meinert, Arcade, Scottdale, Pa.; Frank Lofaro, Victoria, Johnstown, Pa., and J. R. Taylor, Amuzu, Big Stone Gap, Va., who was erroneously credited with an honorable mention last week. With one or two exceptions, this week's contestants were delinquent in following one of the contest's most important rules—send photographs of your stunt! The committee of judges cannot emphasize this point too strongly. Without wishing to be arbitrary, the judges will be guided in the matter of awards, henceforth, by the manner in which contestants comply with the rules of the contest. Although no contestant will be barred because he does not include photographs of his stunt, the judges will be better able to decide on the excellence of an exhibitor's campaign if his letter of description is accompanied by pictorial representation of what he has accomplished. There will be no discrimination, let it be understood; but exhibitors who enclose photographs of their exploitations stand a better chance of winning a prize as the judges prefer to see what a stunt looks like, as well as read about it. The editor hopes this little word of advice will be received in the spirit in which it is offered—good will—and that exhibitors will comply with this request.

FRED S. MEYER, one of the week's $50 prize-winners, started the campaign for the Palace (Hamilton, Ohio) with a letter to all the teachers, members of the Board of Education and newspapers, based on the sample missive appearing in the Robinson Crusoe Campaign Book, inviting the addressee to a private showing of the first three chapters and quoting some of the superlative praise accorded the chapter-play by noted educators throughout the United States. Approximately 5,000 circulars were distributed among the schools and around the town.

A massive cut-out was placed above the marquee, and other suggestions from the Campaign Book were followed to good effect. A full-page newspaper ad was used three times prior to the first, second and third chapters. The ad announced a co-operative advertising contest in which

Part of Record-Breaking Crowd at Arcade, Scottdale, Pa., Which Saw "Crusoe" at Children's Matinees

BIG MONEY PRIZES

the contestants submitted essays telling what ten articles carried by stores advertising on the page they would want if they were to be shipwrecked, where they would purchase it (of the stores tying-up with the ad) and why they would get the article at that particular store. Prizes amounting to $25 were given; the theatre's ad space cost $20.

Mr. Meyer's best bet, however, was the running of a news story among the news columns every day in the Hamilton Journal, calling attention to the fact that the Journal is publishing a coupon, which when accompanied by 10 cents, will admit a child to see the current chapter of "Robinson Crusoe." The Journal has obligated itself to use no less than three columns of local news space devoted to this item each day and will publish coupons every Wednesday, Thursday and Friday during the engagement. Besides the above-mentioned stunts, 2,000 rulers and other especially-designed souvenirs were distributed.

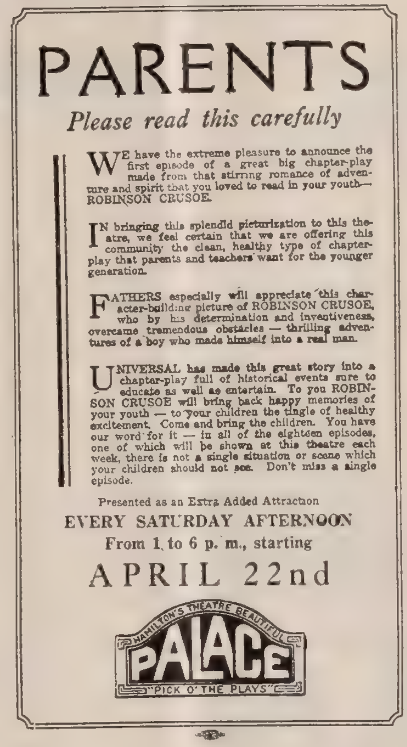
M. E. MEINERT, manager of the Arcade and Scottdale Theatres, Scottdale, Pa., won one of the week's $50 on what is probably the most economical and effective exploitation employed during the current week. Despite general depression, this exhibitor knew that if he could put over the first chapter, the general excellence of "The Adventures of Robinson Crusoe" would carry the remaining episodes through. Here is how Mr. Meinert put it over with a minimum of expense:

He tied up ten Scottdale merchants for 250 tickets each, which he sold them for 3 cents apiece, each good for one admission to the Arcade Theatre on Monday and Tuesday until 7:30 p. m. The ten merchants gave these tickets free with each purchase of 50 cents. Mr. Meinert played along with the merchants by running slides on the screens of his two theatres advising his patrons that they could obtain free tickets for the Universal chapter-play by trading at such-and-such stores. The news spread like wild-fire, soon every child in town was asking about the chapter-play, and, in many instances, merchants came back for more tickets. Three days before he opened his box-office, Mr. Meinert had $72 in cash. He played to 1,350 children in two matinees (500 the first and 850 the second) and had to close his doors at 4 p. m.

MR. TAYLOR, manager of the Amuzu Theatre, Big Stone Gap, Va., and another of the week's $50 prize-winners, took advantage of the present radio craze to put over the first chapter of "The Adventures of Robinson Crusoe." He installed a wireless receiving set on the stage of his theatre and advertised that, on a certain night, in addition to his regular program, he would give the people of Big Stone Gap a "Radio Program." At least 99% of his townspeople had never seen or heard a wireless set in operation; consequently his house was filled to "S. R. O." continuously.

Mr. Taylor used a loud-speaking attachment, making it possible for the entire audience to hear his program. Connected to the apparatus was a concealed wire running back to a dressing-room behind the stage where a man spoke into a detectagraph. During the "Radio Program" the forthcoming chapter-play was described and praised, giving the impression that the information on "The Adventures of Robinson Crusoe" came "over the air." He followed up this stunt with a cleverly-worded letter to the children of his town, describing a novel contest.

Each child's ticket for a special children's matinee cost 5 cents. Ten votes were given with each ticket. The child with the greatest number of votes at the expiration of the eighteen chapters will receive a live parrot. In addition, the winner will receive a five-dollar gold piece as soon as he or she teaches the parrot to say "Universal." The entire (Continued on Page 26)



PARENTS

Please read this carefully

WE have the extreme pleasure to announce the first episode of a great big chapter-play made from that stirring romance of adventure and spirit that you loved to read in your youth—ROBINSON CRUSOE.

IN bringing this splendid picturization to this theatre, we feel certain that we are offering this community the clean, healthy type of chapter-play that parents and teachers want for the younger generation.

FATHERS especially will appreciate this character-building picture of ROBINSON CRUSOE, who by his determination and inventiveness, overcame tremendous obstacles — thrilling adventures of a boy who made himself into a real man.

UNIVERSAL has made this great story into a chapter-play full of historical events sure to educate as well as entertain. To you ROBINSON CRUSOE will bring back happy memories of your youth — to your children the tingle of healthy excitement. Come and bring the children. You have our word for it — in all of the eighteen episodes, one of which will be shown at this theatre each week, there is not a single situation or scene which your children should not see. Don't miss a single episode.

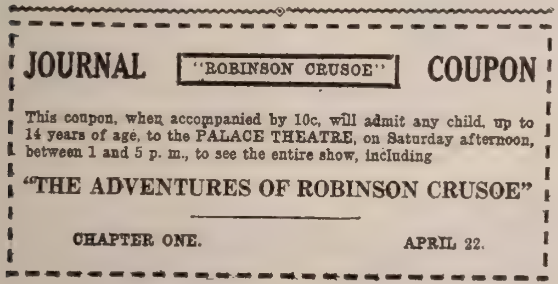
Presented as an Extra Added Attraction

EVERY SATURDAY AFTERNOON

From 1 to 6 p. m., starting

APRIL 22nd

This Letter to Parents Worked Like a Charm for the Hamilton,



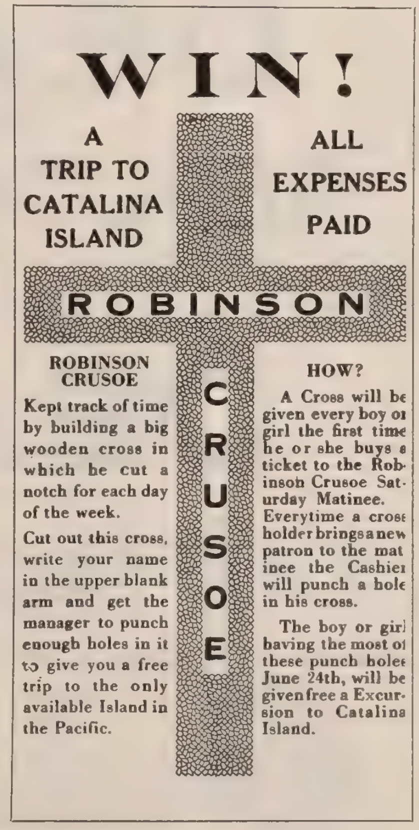
JOURNAL "ROBINSON CRUSOE" COUPON

This coupon, when accompanied by 10c, will admit any child, up to 14 years of age, to the PALACE THEATRE, on Saturday afternoon, between 1 and 5 p. m., to see the entire show, including

"THE ADVENTURES OF ROBINSON CRUSOE"

CHAPTER ONE. APRIL 22.

Fred S. Meyer Grabbed Off a Lot of Space With This Coupon



WIN!

A TRIP TO CATALINA ISLAND

ALL EXPENSES PAID

ROBINSON
CRUSOE

ROBINSON CRUSOE

Kept track of time by building a big wooden cross in which he cut a notch for each day of the week.

Cut out this cross, write your name in the upper blank arm and get the manager to punch enough holes in it to give you a free trip to the only available Island in the Pacific.

HOW?

A Cross will be given every boy o girl the first time he or she buys a ticket to the Robinson Crusoe Saturday Matinee. Everytime a cross holder brings a new patron to the mat inee the Cashier will punch a hole in his cross.

The boy or girl having the most o these punch holes June 24th, will be given free a Excursion to Catalina Island.

Mr. Woodhouse's Stunt Can Be Adapted to Any Locality

Stepping

Six Big Pictures that ar

Presented by
Carl
Laemmle

PRISCILLA DEAN IN "REPUTATION"

VON STROHEIM'S "The DEVIL'S PASSKEY"

PRISCILLA DEAN IN "OUTSIDE THE LAW"

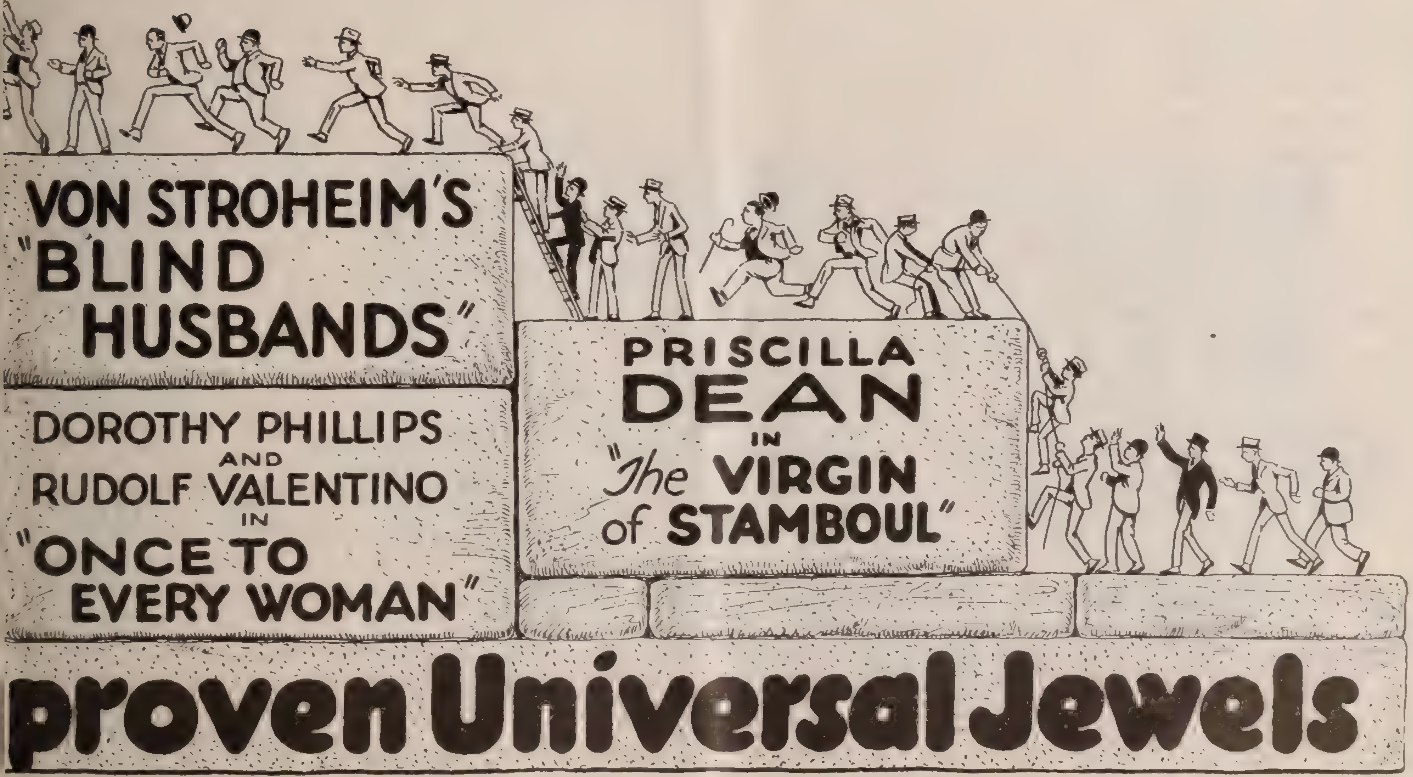
APRIL
MAY
Exhibitors-Universal Employees Months

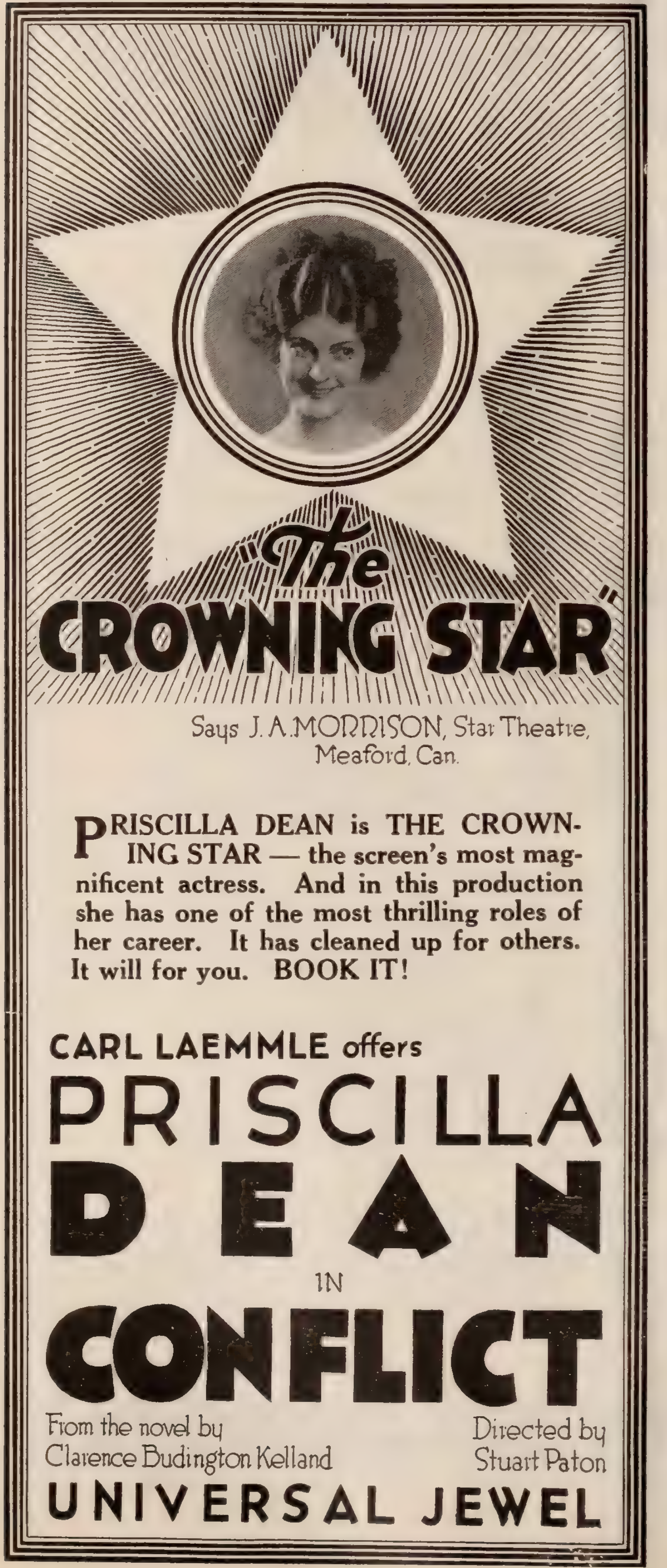
6 — Big Success —

stones to Big Money!

as good for you today as they were the day they were produced

PROVEN PICTURES! The twenty-four karat kind! Not just good--ABSOLUTELY THE BEST! That's the only way to describe these Jewel Successes. They've reaped golden harvests everywhere! When you book them you are getting successes on which other exhibitors have cashed in big. Your patrons already know of them---everybody does! Get in touch with your nearest Universal Exchange TODAY!


VON STROHEIM'S "BLIND HUSBANDS"
DOROTHY PHILLIPS AND RUDOLF VALENTINO IN "ONCE TO EVERY WOMAN"
PRISCILLA DEAN IN "The VIRGIN of STAMBOUL"
proven Universal Jewels



“The CROWNING STAR”

Says J. A. MORRISON, Star Theatre,
Meaford, Can.

PRISCILLA DEAN is THE CROWNING STAR — the screen's most magnificent actress. And in this production she has one of the most thrilling roles of her career. It has cleaned up for others. It will for you. BOOK IT!

CARL LAEMMLE offers

PRISCILLA
DEAN
IN
CONFLICT

From the novel by
Clarence Budington Kelland

Directed by
Stuart Paton

UNIVERSAL JEWEL

Lucky Trio Wins Big Money Prizes

(*Continued from Page* 23) campaign went over in great shape and won a host of friends for Mr. Taylor.

FRANK LOFARO, manager of the Victoria Theatre, Johnstown, Pa., another of this week's $50 prize-winners, broke all records for his house with the opening chapters of “The Adventures of Robinson Crusoe.” Here is how he did it: He advertised the picture extensively about two weeks before his presentation, using one-sheets and window cards in every available space in town. So complete was his advance publicity that the chapter-play was the talk of the town before he even opened.

A week prior to opening, he displayed slides announcing the coming of the picture. These and handbills announced special children's matinees, at 5 cents admission, each ticket containing an individual number. These numbers were to be retained by the children until the ending of the last episode, when three volumes of “Robinson Crusoe” would be given to the holders of three lucky numbers to be drawn the last day. Three days before opening, Mr. Lofaro had a man with a bass drum concealed in a truck decorated with 24-sheets parade the streets of the town. Small cardboard hands on the truck carried this caption: “Follow this to the Victoria Theatre — See Robinson Crusoe.”

The front of the theatre was decorated with 24-sheets. So successful was Mr. Lofaro's campaign that he played to 960 children at their special matinee and had to run the show twice to accommodate the crowds. At night he had another record-breaking crowd and had to close his doors one hour after opening. He played in luck from the beginning, as one of the local public school classes had just commenced studying the book the week he showed the first episode.

THE first month of Universal's $7,000 Robinson Crusoe Exploitation Contest has ended. There are still weeks and months to go, $5,850 to be divided among showmen whose ingenuity and originality is sufficient to evolve effective and novel exploitation stunts and campaigns to put over this remarkable sure-fire box-office attraction. All that is required is for the exhibitor to register his name and theatre address with the Serial Contest Manager, 1600 Broadway, New York City, immediately. Then, when he has staged his stunts, send photos of them and himself, with a description of the former, to the above address. Get busy, now—TODAY!

All Star Cast For “The Flirt”

EILEEN PERCY and Helen Jerome Eddy will have the principal feminine rôles in “The Flirt,” to be filmed at Universal City as a Universal-Jewel all-star production from Booth Tarkington's epic of small town life.

Both stars in their own right, the two famous actresses will share honors with a cast unparalleled for the individual standing of its members. Hobart Henley, who will direct, is interviewing scores of players and submitting possible members to Irving G. Thalberg, director-general of Universal City. So far he has engaged Miss Percy, Miss Eddy, Lloyd Whitlock, Little “Buddy” Messenger, Tom Kennedy, Robert Russell, George Nichols, Lydia Knott, Bert Roach and Edward Hearne.

Production is scheduled to start next week.

EXHIBITORS' ACTIVITIES

EMPLOYS ORDINARY POSTERS ON "THE FOX" TO ADVANTAGE

Manager Tibbett, Casino Theatre, Chicago, Ill., Used Ordinary Posters Furnished by the Exchange to Make This Display for Universal's "The Fox"

Film League Starts

When "Curley" Calvert, manager of Universal's Kansas City office, announced that tryouts were in order for a baseball team to represent Kansas City film folk, he reckoned not with the number of prospective candidates for "berths" on the team. Following the initial call for practice, it now begins to look as though "Curley" will have to stage an elimination series before the selection of a representative team, as about one-third of the Kansas City film employees have "reported" to "Curley," with the exception of Pathé and First National, which will organize clubs of their own.

Conditions on Mend

It is reported that conditions in Montana, which were down to bedrock, are steadily improving since the opening of the copper mines at Butte. Many of the mines are operating under full force and others are expecting to open soon. After several pay days have helped to clear off old obligations, conditions will be nearly normal again for the exhibitors, it is predicted.

Regent Changes Policy

The Regent, Buffalo, has added vaudeville to its programme. Manager J. H. Michael tried the stunt out for the first time last week.

Reach Rent Crisis

The rent situation on film row, Seattle, has reached a crisis. Leases expire for ten different exchangemen before October of this year, and there is a strong disinclination to renew at the figures demanded by the "rent pirates," with the addition of an entirely unreasonable charge for year-round heat, with partial heating service. It is understood that those interested have gotten together and laid their problems before the Chamber of Commerce, with the result that that body has agreed to render co-operative assistance. It is further understood that capital is interested in the erection of another film row where mezzanine floor buildings, equipped with combination viewing rooms may be erected, several blocks from the present film row.

Has 'Em Trained

V. A. Peerson, who operates the Mission Theatre at Georgetown, Wash., says he has his people educated to wait for him when it comes to running the big features. He always gives them the best and never screens it to empty seats.

EFFECTIVE BALLYHOO AND FRONT FOR "THE FOX"

In Addition to the Big Cut-Outs Displayed Around His Theatre, Manager Taylor, Rivoli, Philadelphia, Also Put Out a Red-headed Man Dressed as a Cowboy and Mounted on a White Horse as a Ballyhoo. These Two Combinations Succeeded in Creating a Great Deal of Interest in Universal's "The Fox"

A Corking
about somethin

Marie Prevost

Directed by King Baggot

a Universal Attraction

soon to be presented by Carl Laemmle

Get Busy! $7,000 Is Going to Be Given for "Crusoe" Stunt Ideas.

Little Comedy everybody loves!

A TITLE that goes over BIG—a star that goes over BIGGER! Just what the public is looking for—and expects—from the screen's most bewitching beauty. All headliners in this clever comedy! The STAR—a winner with them all — the AUTHOR — his stories read by millions — the DIRECTOR — directed some of the year's greatest successes. Make sure of getting it early. Ask your Exchange about it now!

in

"Kissed"

From the Ainslee's Magazine story by Arthur Somers Roche

"I will always be glad

LEE MORAN

QUEENIE

AND WHO wouldn't be? Full of life and laughs that bring the money a-rollin'—the test that counts. A laugh that pays is what you get when you book Century Comedies. They'll get the chuckles—you'll get the coin. BOOK THEM and be both pleased and paid.

BABY PEGGY

"Peggy Be Good"
"Little Miss Mischief"

LEE MORAN

"Ten Seconds"
"Apartment Wanted"

QUEENIE
The Human Horse

"Bath Day"
"Horse Tears"

JOHNNY FOX

"Speed 'Em Up"
"Hello Mars"

BROWNIE
The Wonder Dog

"Some Class"
"Live Wires"

HARRY SWEET

"No Brains"
"Off His Beat"

JOHNNY K. FOX   BROWNIE   HARRY SWEET

to show a Century!"

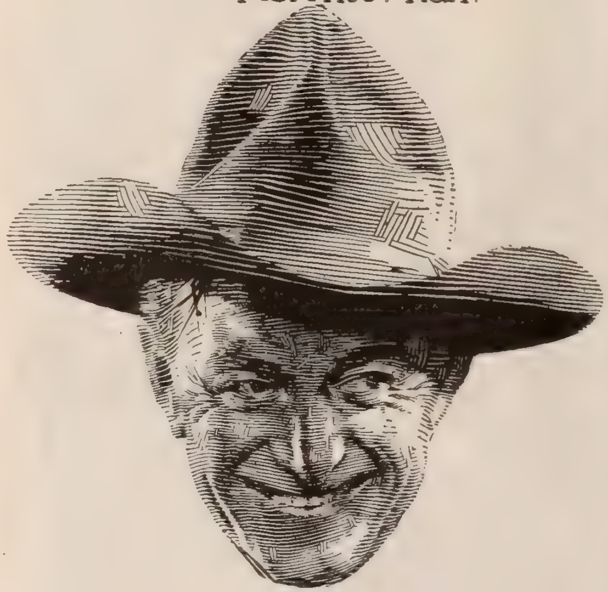
Says Eugene Quigley
Ascher's CAPITOL
Cincinnati, O.

Have you a Baby Peggy in your house?

Century Comedies

THE NATION'S FAVORITE
Released thru
UNIVERSAL

"One of the Best in a Long Time!"
Writes-Raymond Gear
Mayflower Theatre
Florence, Kan.



IT'S that kind of a picture. BEST in returns — BEST in action — BEST in getting the crowd! Book it and make your receipts the BEST you ever had.

Carl Laemmle
presents
HARRY CAREY
in
"The FOX"
Directed by Robert Thornby
UNIVERSAL-
JEWEL

Hoot Gibson To Do New Western If He Doesn't Break Neck

UNIVERSAL has finished "Trimmed and Burning" as a starring vehicle for Hoot Gibson, and the Western star is snorting around the Fresno motor race saucer as Eddie Hearne's mechanician. He will ride with the famous racing pilot for the thrill of it until his new story is ready or until he breaks his neck.

The story which is being prepared for him is "The Cherub of Seven Bar," by Ralph Cummins. There is some talk about changing it to "The Sheriff of Seven Bar" on the theory that every one will call it that anyway.

Anent titles, George Randolph Chester, who is at Universal City, considers the title, "Trimmed and Burning," an infringement on his Wallingford psychology. The hero of the Universal Western drama, however, does his trimming and burning along different lines. The story concerns a soldier who comes home to fight. He arrived at his home town with his chest encrusted with medals, but swaps them for a sheriff's badge and takes the home sector like the M. P.'s took Paris.

Harry A. Pollard, director of "The Leather Pushers," starring Reginald Denny, will direct it. Actual work will start in a day or two. Pollard also directed "Trimmed and Burning," a Hapsburg Liebe's Ozark Mountain story, finished on the day of the star's wedding to Helen Johnson, Orpheum beauty.

❧

Universal Breaks Production Record

MOTION picture men are interested in the achievement of Universal in turning out a five-reel feature in fourteen working days without sacrifice of quality.

The production is "Afraid to Fight," starring Frank Mayo. William Worthington directed it.

A remarkable break of luck enabled the director to wreck records and maintain standards.

The story concerns a big fellow who becomes a prize fighter to keep his mother from want. Most of the sequences were filmed in Doyle's arena at Vernon.

OVER a hundred arc lights from the Universal City electrical department furnished illumination for fourteen cameras in the famous fight pavilion. Hundreds of boxing fans filled their customary seats and battlers who slug for the finals pounded away in the ring to win, lose or draw. Ninety-six scenes were made in three days in the ring, itself a record.

Mayo, whose greatest work has been as a fighting hero, has his most interesting rôle in "Afraid to Fight." He was supported by Lillian Rich, the British beauty, who was the original reason for the unusual speed in filming the production. Miss Rich was selected for a big rôle in "The Kentucky Derby," which King Baggot will film as a Universal-Jewel. To release her for Baggot, Mayo and Worthington, his director, agreed to ruin the records for shooting time. Miss Rich now is on the train for Kentucky. "Afraid to Fight" is on its way to the screen and directors have a new record to shoot at.

What Other Houses Are Doing

Joins Sales Staff

Howard G. Phinney, for several years a commercial salesman, is a new recruit to the motion picture business, having joined Universal's Chicago Exchange sales staff.

Inaugurates Policy

The Empress at Decatur, Illinois, has inaugurated a motion picture policy and will offer its program at pre-war prices; children ten cents and adults eighteen cents. This house, which is operated by Hyman and Levy, had been run as a vaudeville theatre for many years.

Make Inspection Tour

C. S. Jensen and J. G. VonHerberg are making a tour of inspection through Montana, visiting the various theatres controlled and owned by them.

Two-Thousand-Seat House

It is reported that Elgin, Illinois, is to have another motion picture house, A. C. Muntz and Charles L. Garrison having purchased a site on which a two thousand seat house will be erected.

AN ACKNOWLEDGMENT—

We are indebted to Exhibitors Herald, Exhibitors Trade Review and Motion Picture News for many of the testimonials and notes of exhibitors' activities which appear in this issue of The Moving Picture Weekly.

Visits "U" Exchanges

Herman Stern, Universal's district manager, with headquarters in Chicago, is on a trip to Kansas City and St. Louis Exchanges. George Levine, Universal's Milwaukee manager, spent a couple of days in conference with Manager Stern before the latter left Chicago.

Installs Radiophone

Emory Rylander, manager of the Rylander Theatre, Americus, Georgia, is having a radio receiving outfit installed in his theatre. The set will be equipped with a magna vox attachment of sufficient strength as to make radio messages received audible throughout the auditorium, which is the largest in Americus.

Buy Arcade Theatre

Alexander Brothers, who have conducted the Grand Opera House at Lansford, Pa., for many years, have acquired the Arcade and now control the theatre facilities of the Pennsylvania coal borough.

To Head Delegation

Joe Rhode, of Kenosha, president of the Wisconsin Motion Picture Theatre Owners, was a Chicago visitor this week. He reports his organization is very much interested in the theatre owners national convention, and that he will head a large delegation from Wisconsin, which will attend the Washington meeting.

Fighting Sunday Amusements

Carbondale, Pa., ministers are fighting Sunday amusements and have demanded that the Blue Laws be invoked to halt Sabbath day performances in theatres for charitable and church benefits.

A Difficult Task

It would be a difficult task to convince Burlington citizens that horns sprout from the "dome" of an exhibitor.

Tasmanian Theatre's Tasteful Display for Universal Picture

Ever Hear of Launceston, Tasmania? Well, if You Haven't, Here Is the Majestic's Lobby Display for Universal's "The Rage of Paris," which Shows that Exploitation Has Spread All Over the Civilized World.

Have You Entered Universal's $7,000 "Robinson Crusoe" Contest Yet?

Theatre Owners' Own Page

PLAYS SUPER-JEWEL AT $5 TOP

Lobby of Brandeis Theatre, Omaha, Neb.

Assumes New Duties

Dan Roberts, formerly manager of the Springer Opera House, Columbus, Ga., has been given charge of the Grand, Columbus, and E. C. Kingman, formerly of Gaffney, S. C., goes to the Rialto, with supervision of theatres for Columbus.

Buys Kansas Theatre

G. H. Koch has purchased the Perkins, Holton, Kans.

Empire on 10-Cent Basis

Jensen & Von Herberg are playing their Empire Theatre, Wenatchee, Wash., on a 10-cent basis.

Aids Charity Drive

The city's emergency fund of Hartford, Conn., will be enriched by receipts of the Poli's Capitol Theatre. Special tickets for the Capitol Theatre were placed in circulation for the benefit of the emergency unemployment fund, at a meeting of the special committee on entertainment. Through the courtesy of J. F. Clancy, manager of the Capitol, $250 worth of seats was offered the committee, the proceeds of which are to be applied in emergency work at the city hospital. St. Francis hospital, or Old People's home. These tickets are "tax free" and good for any regular performance before May 31. A report was made that $127 was realized from the sale of tickets to the Palace Theatre in spite of the handicap of only a week's notice—a result which was felt to be gratifying. With the extension of time given at the Capitol Theatre it is anticipated that the entire amount will be disposed of.

BALLOONS DISTRIBUTE PASSES

Universal's Omaha Exchange's Co-operation

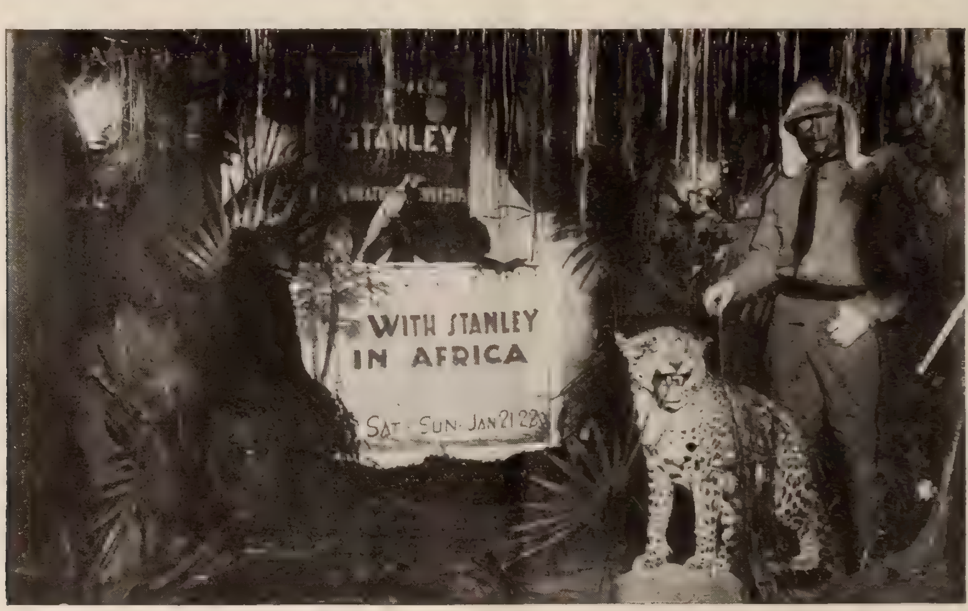
Theatres Change Hands

Among the changes in ownership and management of theatres in the Kansas City territory during the last week are: Perkins Theatre, Holton, Kans., sold by J. W. Wendell to G. H. Koch; Star Theatre,, Phillipsburg, Kans., sold by R. V. Kingery to S. H. Blair; Palace Theatre, Springfield, Mo., sold by H. L. Horn to J. G. Hodges.

Purchases the Grand

The Grand, Alvin, Texas, has been sold to John Long.

TAXIDERMIST'S ART AIDS EXHIBITOR IN NOVEL "STANLEY" LOBBY DISPLAY



On the Opening of Universal's Chapter-Play, "With Stanley in Africa," Manager Schaefer of the Parthenon, Brooklyn, Borrowed Some Stuffed Animals from a Taxidermist and Placed Them with a Jungle Setting in His Lobby. It Made a Very Effective Tie-up with the Picture.

Enter Your Name Today for a Share of the "U's" $7,000 Cash Prizes.

Universal Short Features

Always were the best ----

---- now better than ever!

REGINALD DENNY

FILLED with thrills of the wild North country are the new two-reel romances of the Royal Northwest Mounted Police which the handsome, athletic star of "The Leather Pushers" series is now making. Watch for release date.

ART ACORD

WHEN this peppy star gets into action, things happen and happen fast! You know what he did in "Winners of the West" — the chapter play that proved a regular mint. He's now making another series. Keep your eyes open for their release!

TOM SANTSCHI

YOU'VE cleaned up with this breezy Western hero before. Here is another chance — and we'll tell you, you can't afford to miss it. The first of his series of eight breath-taking dramas are now booking. Sign up and put a bulge in your bankroll!

Roy Atwell

GOOD as money in the bank are the polite comedies in which this star shakes audiences. The laughs they bring are the sort to register in the box-office.

Neely Edwards

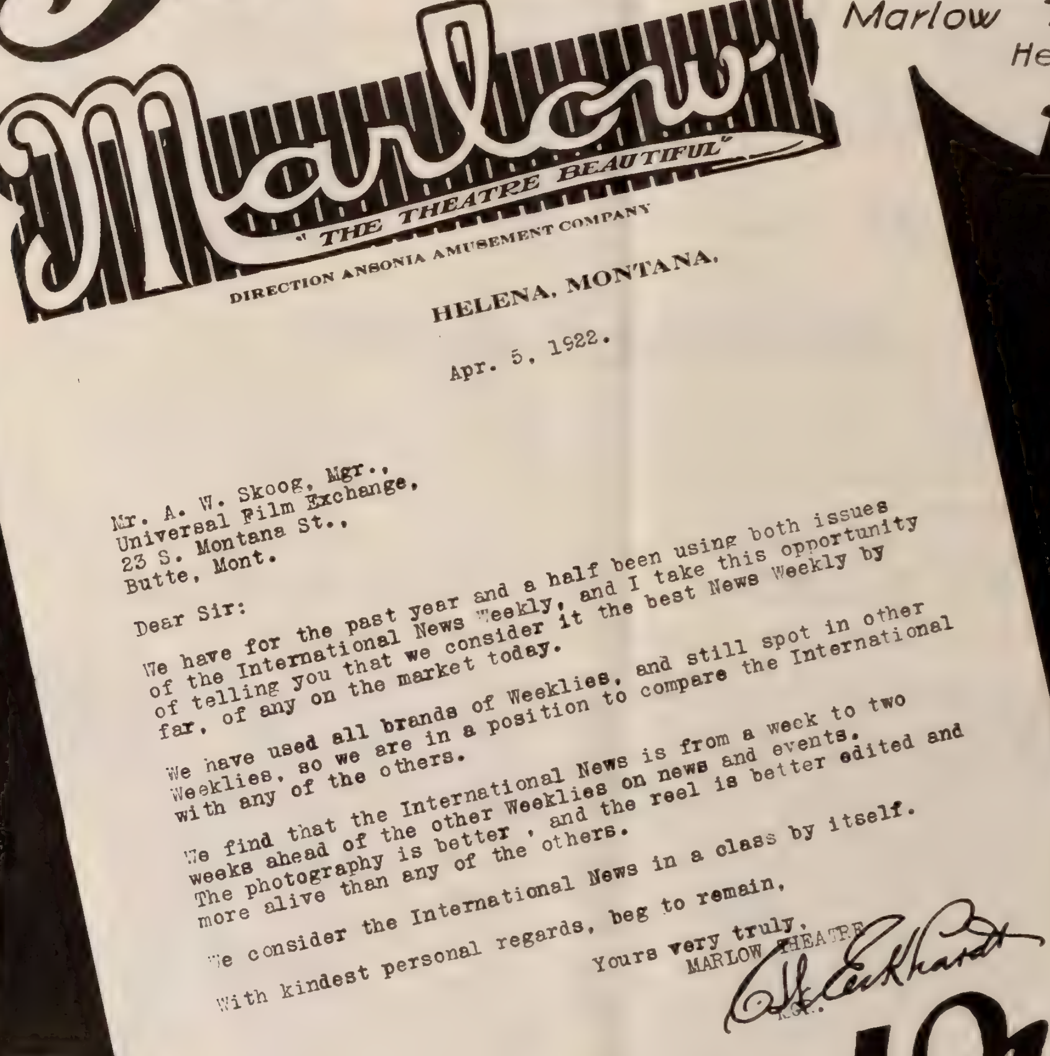
AS the comic tramp this versatile mirth-maker scores and scores again. It's the laughs that win, and the exhibitor showing his two-reel chucklers is in the winning class.

NO other producing concern in the business offers a line of Short Features with stars like those above—every one a proven winner, every one with proven pulling power at the box-office. SEE YOUR UNIVERSAL EXCHANGE TODAY!

Universal Short Features for Long Profits!

"Best by far!"

Says
C. W. ECKHARDT
Marlow Theatre
Helena, Mont.



Marlow
"THE THEATRE BEAUTIFUL"
DIRECTION ANSONIA AMUSEMENT COMPANY
HELENA, MONTANA.

Apr. 5, 1922.

Mr. A. W. Skoog, Mgr.,
Universal Film Exchange,
23 S. Montana St.,
Butte, Mont.

Dear Sir:

We have for the past year and a half been using both issues of the International News Weekly, and I take this opportunity of telling you that we consider it the best News Weekly by far, of any on the market today.

We have used all brands of Weeklies, and still spot in other Weeklies, so we are in a position to compare the International with any of the others.

We find that the International News is from a week to two weeks ahead of the other Weeklies on news and events. The photography is better , and the reel is better edited and more alive than any of the others.

We consider the International News in a class by itself.

With kindest personal regards, beg to remain,

Yours very truly,
MARLOW THEATRE
C. W. Eckhardt
Mgr.

International News

**ADVERTISED DAILY
IN ALL HEARST
NEWSPAPERS**

RELEASED THRU UNIVERSAL

What Exhibitors Say About "U" Films

(*Courtesy Exhibitors Herald*)

"A Fine Picture"

"Luring Lips," with Edith Roberts. —This is a fine picture. Best one of her 1921 pictures.—Olen Reynolds, Pearl Theatre, Hymera, Ind.—General patronage.

"Star Is Clever"

"All Dolled Up"' with Gladys Walton.—This is a nice picture and the star is clever.—Chas. Lee Hyde, Grand Theatre, Pierre, S. Dak.—Small patronage.

"Book It and Boost It"

"Conflict," with Priscilla Dean.—Priscilla at her best. Held picture for four days. Three days longest any picture we ever ran here except "Over the Hill." Book it and boost it.—Meyer and Ford, Star Theatre, La Grande, Ore. — Small town patronage.

"Very Good"

"Conflict," with Priscilla Dean.—Very good. Log scene best punch and worth the price. Book and get behind.—Strand Theatre, Minot, N. Dak.—General patronage.

"Very Pleasing"

"Desperate Youth," with Gladys Walton. A very pleasing picture and should go over anywhere.—John W. Siebrand, New Grand Theatre, Northwood, N. Dak.—Neighborhood patronage.

"Splendid"

"The Fox," with Harry Carey. — This is a splendid Western picture and pleased my audience. J. C. McKee, Electric Theatre, Bolivar, Mo. — Neighborhood patronage.

"Good Picture"

"False Kisses," with Miss duPont. — Personally I thought this a good picture, and think it will go over anywhere.—G. H. Jenkinson, Victor Theatre, Minocqua, Wis.

"Can't Say Enough for This One"

"The Big Adventure," with Breezy Eason.—Good. Can't go wrong. Book it and then boost it. Will please any audience. I can't say enough for this one. Book it and tell some one else. A 100 per cent. picture all around.—J. W. Boatwright, Radio Theatre, Ozark, Mo.—Neighborhood patronage.

"Will Please"

"The Man Tamer," with Gladys Walton.—A good picture and will please.—Adolph Kohn, Pastime Theatre, Granville, N. Y.—Small town patronage.

"Good Picture"

"Cheated Love," with Carmel Myers.—Good picture.—Leslie Hables, Reel Joy Theatre, King City, Calif.—Small town patronage.

Artistic New Zealand Lobby Advertises "Conflict."

The National Theatre, Auckland, N. Z., Used a 24-Sheet Cut-Out and Strips of Bark as Its Lobby Display for "Conflict." The Corridor Was Illuminated by Green Globes and a Brilliant White Light Flooded the Panorama, Comprising a Novel and Artistic Effect.

"Everybody Likes Hoot"

"Red Courage," with Hoot Gibson. —Have run "Action" and "Red Courage." "Red Courage" is the best of the two. Business fair. Every one likes Hoot.—Wm. Thacher, Royal Theatre, Salina, Kans.—General patronage.

"Better Than Some Specials"

"The Secret Gift," with a special cast.—The best picture for some time. Better than some of the specials.—R. E. Pullin, Best Theatre, Foreman, Ark.—Neighborhood patronage.

"A Money-Getter"

"Conflict," with Priscilla Dean.—Priscilla sure is a dare-devil. One of the biggest and best pictures I have ever run, and it is a money getter. We ran this picture two days. Did good business.—G. D. Hughes, Liberty Theatre, Heavener, Okla. —Small town patronage.

"Good Picture"

"Honor Bound," with Frank Mayo. — Good program picture. Believe Laemmle is giving the people better pictures, according to his promise.—Thompson Bros., Kozy Theatre, Healdton, Okla.—Neighborhood patronage.

"Record-Breaking"

"The Fox," with Harry Carey.—Wonderful production. Record-breaking audience. Over capacity business at three performances. — M. M. Allen, Red Jacket Theatre, Buffalo, N. Y.—Neighborhood patronage.

"Good Clean Picture"

"Nobody's Fool," with Marie Prevost.—This is a good, clean picture. Played to a poor house, but no fault of picture. Played Dec. 24.—T. E. Loomis, Cozy Theatre, Schenectady, N. Y.—Neighborhood patronage.

Don't Wait! Send Your Name In Today for the "Robinson Crusoe" Prize.

While Dust is Laid on Uniform of Priscilla Dean, Picture Work Halts

Girl Extra, Who Pulled "Boner" and Brushed Stage Dirt from Clothes of "Cigarette", Much Abashed--Member of "French Legion" Tells of Moths Eating Out Seat of Pants

By MALCOLM GLENDINNING

LOS ANGELES. May 13.—"Don't brush that off my clothes, the set calls for it," said Priscilla Dean to one of the girls playing a small character part in "Under Two Flags," now undergoing production at Universal City.

"Oh, I beg your pardon," replied the embarrassed extra to the big star, "but I thought that was some dust that had got on you while walking about the set."

Dust Is Laid.

A call was sent out for the property man and he soon appeared with some powder, which he sprinkled on the coat and skirt of Miss Dean, who requested that he distribute it more evenly and not lay it on too heavy. When the dust had been laid the work was continued after a brief delay.

Universal is featuring Priscilla Dean and James Kirkwood in "Under Two Flags," now undergoing production, with the former playing the rôle of "Cigarette." In the set in which the above incident occurred a cafe scene in Algiers was being photographed. "Cigarette" suddenly appears at the table where an old corporal is relating a Falstaffian tale. She is supposed to have accumulated the dust in a ride on the desert, but the extra knew nothing about that. To me the extra seemed considerably abashed over her "boner."

Miss Dean Is Fetching.

Miss Dean is most fetching in her French uniform and cap with her dark, curly hair falling about her shoulders. She wears boots with spurs and a gun strapped to her side. When not working she seemed to delight in using the spurs on some of her friends. She teems with life and vitality and appears particularly adapted to such a character as "Cigarette." She was running over to adjoining stages to view the scenes of other companies as she was waiting to be called and to discuss the work of the actors and actresses working on the sets. She was much interested in the musical numbers of a three-piece orchestra and looked over the different selections they had brought out to the studio. The player of the small portable organ, which appears to be an essential of every set at a studio, ran over for her several of his new numbers.

Director Wears Overcoat.

Tod Browning is directing "Under Two Flags." He wore a heavy overcoat the morning I saw him in action in spite of the world-wide advertised California weather. The same morning I observed a number of extras hovering around a heater, although the sun was shining outside. Mr. Browning made his great reputation as a director in "Outside the Law," two years ago.

NOTICE: Take this story to your local newspaper and get him to run it NOW! Don't wait until you show Priscilla Dean's next screen thunderbolt, "Under Two Flags"; get your advance publicity published immediately. Your box-office will show increased receipts.

Like all the others, he overlooks no detail.

"Better pinch off your cigarette a little, Jim; there, that's plenty," he said to Kirkwood, who was leaning up against the bar in the set. He did not want the cigarette the same size after it was supposed to have been smoked a few minutes.

Is a Big Set.

It is a big set. There is a long bar and a dozen or more tables, at each of which sat four persons, generally two men and two women. Arabs and French were the principal nationalities represented.

Negroes and negresses played the rôles of the Arabs, and some of the women were comely. I heard one of the "Arabs," a negro of herculean proportions, telling another extra of a wonderful drive he had taken in his car the previous Sunday.

Muscle Dancer in Scene.

Participating in the scene was an "Arab" muscle dancer, a negress of good features and form. I was told that she is widely known as an expert in this line of entertainment. For realism she was introduced into this scene, for no Algerian café is complete without a muscle dancer, so I was informed. Three other white-clad and hooded "Arabs" furnished the music for her on native instruments.

This scene was rehearsed for hours before the camera, lights and action were called.

The most animated scene in the set occurs at a table where the old French corporal is relating some adventure.

"He was no coward; he died like a man, with his boots on, after he by himself had killed hundreds!" he shouted.

More Pep Is Ordered.

"More pep! Now pound the table hard when you say he was no coward," Browning ordered. "Say it as though you meant it."

Then he suggested more action at the bar, behind which a man and woman were shaking dice with the French soldier patrons.

During a lull Miss Dean and Browning shot the ivories, and there was much merriment among the big crowd when she won.

"You get off the set," laughed Browning.

"Ready, Old Dear."

After innumerable rehearsals Browning turned to Miss Dean with "Whenever you're ready, old dear."

"Righto!" she exclaimed.

"Hit up the lights," Browning ordered. "Music; action; camera."

There was the music from the set orchestra and also from the "Arab" band at the far end of the room for the muscle dancer.

Something went wrong as the cameras were turned upon the dancers and the scene was given the "N G."

Wants Gun Fixed.

"Priscilla," said Browning after the set had been rearranged, "pull your gun around more."

This she did, and a few minutes later she was standing at the old corporal's table, taking his salute while the cameras turned. She was a pretty picture as she stood gazing at Kirkwood after he sauntered over to the table, with the inquisitive look on her face and her beautiful teeth flashing from her half-parted lips.

The café scene should be a knockout, with its life and animation.

I overheard a conversation between two of the extras:

Trouble With Pants.

"Did you have any trouble in getting pants to fit you?" asked one of the French Legion.

"Did I have trouble?" he answered. "I tried on a dozen pairs at the costumer's and several times the whole seat fell out when I pulled 'em on, they were so moth-eaten."

MONEY TALKS!

— it's shouting to you NOW!

IT'S BEEN talking for six weeks — the best talk you ever heard. Wise exhibitors have heeded it and fattened their bank rolls. Make yours grow by taking advantage of the generous offer we'll make you on any Universal-Jewel, Universal Attraction, Comedy or Short Feature. Carl Laemmle has turned over to us the Universal Exchanges during April and May. The lion's share of the profits is ours. We are sharing these profits with you. Come in NOW and get your share!

Employees
UNIVERSAL EXCHANGES

"THE TRAP"

Universal-Jewel

Starring LON CHANEY

CAST

Gaspard	LON CHANEY
Benson	Alan Hale
Thalie	Dagmar Godowsky
The Boy	Stanley Goethals
The Teacher	Irene Rich
The Factor	Spottiswoode Aitken
The Priest	Herbert Standing
The Palace Sergeant	Frank Campeau

GASPARD, French-Canadian trapper, is a child of the great outdoors, loving all mankind. Benson, an adventurer, comes into his life, steals his mine and his sweetheart and turns him into a human wolf. Step by step he achieves his revenge. He takes Benson's child under his wing to use in his campaign of torture, but the child wins his heart and gradually brings him back to manhood, after the powerful climax based on a terrific fight between Gaspard and a half-starved wolf, his instrument of revenge.

"THREE WEEKS OFF"

Two-Reel Century Comedy

Starring LEE MORAN

EVERY ONE but Lee is given a vacation by the boss. Lee does his best to get the vacation by taking a fit and by other methods. Finally, through a doctor's order, the boss gives him the much needed vacation. So Lee takes his family to the country.

There, where he should be resting for his health, he is raising the very devil in the hotel dance hall. In the midst of his actions the boss walks in. Then Lee goes into hysterics and tries to feign illness.

After much excitement the boss catches Lee and tells him calmly that he has just earned for himself another three weeks' vacation for forcing him to chase him, the chase having caused him to lose his rheumatic pains.

"IT'S A CENTURY"

"THE GETAWAY"

Two-Reel Action Drama

Starring NEAL HART

RAND CLEBURNE, in self-defense, strikes Bull Carter, ranch boss, and makes his getaway on a stolen horse. Pursued by a posse, he takes refuge in the foothills and becomes a victim to the deadly desert sun. He crawls to Sheriff Harper's cabin and enters, thinking Harper is away with the posse. He helps himself to some food and is leaving when he hears a crash of glass and finds the sheriff's baby niece has overturned a lamp and set the room on fire.

Rescuing the baby and putting the blaze out, Rand meets the sheriff's widowed sister, who, although she recognizes him as the man sought by her brother, aids him to escape. When the sheriff returns she makes good her intention and helps Rand flee. He promises to return as soon as it is safe for him to do so.

"WITH STANLEY IN AFRICA"

No. 17, "The White Tribe"

JACK manages to rescue Nadia, Selim and himself from the whirlpool, and eludes the Arabs, who give them up as lost and plan to continue their search for the White Tribe. Surrounded by an attacking party of hostile savages, the trio is saved by the intercession of the tribe's chief, who turns out to be the Negro Nadia saved from slavery.

At Ujiji, Stanley and Livingstone return from extensive explorations which have revealed the presence of the supposed White Tribe. Jack and Nadia later discover the village of this tribe and are attacked by the guards. Jack is apparently killed and Nadia, seeking to escape, falls from a high cliff to the bottom, where Harden is fighting off a band of the natives.

"THE ADVENTURES OF ROBINSON CRUSOE"

Chapter Nine

"The Jaguar Trap"

CRUSOE relents and gives Gale water. Will and the sailors plan to kill Crusoe for the treasure. Crusoe goes to conciliate the sailors and is captured and made prisoner, together with Holding.

The Water Witch, hastening to warn Crusoe of Torquada's and the Patriarch's plan to assassinate him, sees Marion inside the stockade. Thinking she is Crusoe's sweetheart, she sadly turns back. She suddenly hears voices and sees the sailors about to shoot Crusoe and Holding. She rushes to a trap wherein Crusoe has imprisoned a jaguar, releases the spring and allows the beast to leap over the stockade on top of the firing squad.

"THE LITTLE RASCAL"

Two-Reel Century Comedy

Starring BABY PEGGY

BABY PEGGY is continually getting herself into all kinds of mischief. No other expression than she is a little rascal really suffices. She makes herself so devilish that the help threaten to leave unless she behaves herself, and father promises to see to that.

After hitting some of them with pies, others with baking flour, others with clubs, and again electrocuting the entire squad of them, she climbs into bed. When father calls to spank her, he finds her safely tucked in bed, and he cannot see how such an angel child can be the little rascal they say she is. But she certainly is.

"IT'S A CENTURY"

"HIS SHAKY FAMILY TREE"

One-Reel Star Comedy

NERVY NED, manager of a beauty shop, falls in love with his most successful job, a girl whom he has made extremely beautiful; but on being rejected, he goes into a drugstore to buy poison. The bottle labeled "poison" contains hootch and Ned gets inebriated and obtains a job as soda clerk.

To impress his girl's parents, he has his ancestors traced back to Ned the Conqueror and gets married on the strength of his lineage. He finds out his father-in-law is his boss and tries to run away; but after a stirring chase he is caught and brought back to the altar.

"HIS PREHISTORIC BLUNDER"

One-Reel Star Comedy

ROY, a henpecked husband, wants to spend his vacation fishing, but his strong-minded wife has other plans. To fool his wife, Roy enlists the aid of a sympathetic neighbor, who, posing as a doctor, threatens a nervous breakdown for Roy if his wife doesn't give in to him on all occasions.

The plan works, and Roy and his wife join the back-to-nature movement, living in a tent and wearing skins for raiment. Roy's ally, the neighbor, comes to congratulate him on his strategy. Mrs. Roy overhears him, however, and takes revenge on him and her husband for the discomfort she has suffered.

COMING!

Carl Laemmle
will present
Priscilla

DEAN

the Screen's
Greatest Actress
in

"Under Two Flags"

from the world-famous
novel by OUIDA
Directed by
Tod Browning

The
most magnificent
Universal-Jewel
ever produced with
this great star---

The picture every theatre
in the land will play---
WATCH FOR RELEASE DATE!

"Phenomenal Business"

Says JOHN H. KUNSKY,
Adams Theatre,
Detroit, Mich.

WHAT "Foolish Wives" did at the Adams Theatre, one of the most beautiful in the country, it has done everywhere — and will do for you! It is the one big picture that everybody wants to see — that your patrons probably have already demanded that you show them! BOOK IT — and your town will flock to your theatre!

Presented by
Carl Laemmle

By and with
Von Stroheim

Universal Super-Jewel

FOOLISH WIVES

PRISCILLA DEAN

HARRY CAREY

LON CHANEY

ERICH VON STROHEIM

The Moving Picture Weekly

VOL 15 MAY 27 1922 NO 15

GLADYS WALTON

HERBERT RAWLINSON

1000 Summer Shows at Summer Prices

FRANK MAYO

MARIE PREVOST

MISS DU PONT

HOOT GIBSON

HARRY MYERS

REGINALD DENNY

BABY PEGGY

LEE MORAN

ART ACORD

GEORGE WALSH

TOM SANTSCHI

An Announcement by Carl Laemmle

COMING

WITH A MOST WONDERFUL CAST OF
FAVORITE FILM PLAYERS HEADED BY

HOUSE PETERS

AND INCLUDING

RUSSELL SIMPSON
EDITH HALLOR
MARY PHILBIN

GEORGE HACKATHORNE
GERTRUDE CLAIRE
RAMSEY WALLACE

The famous stage play of tears and sunshine by the late Hal Reid made into a wonderful
UNIVERSAL-JEWEL PRODUCTION
by King Baggot

HUMAN HEARTS

MILLIONS ARE WAITING TO SEE IT

Read Every word in this Book

then file it!

It contains

FULL DETAILS ABOUT UNIVERSAL'S

1000 SUMMER SHOWS AT SUMMER PRICES

1,000 Summer Sh

No. 282.---Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company

More exhibitors are going to keep their theatres open this summer than ever before, according to reports reaching me from Universal exchanges.

That's great! It shows a growing confidence in the return of prosperous times.

Universal will go the limit in contributing to such a well-founded movement. We've always believed that the closing of theatres cost the exhibitor more money than he ever dreamed of. It gets the people out of the habit of looking to the movies for their entertainment, and it always takes time to get them back into the habit.

To do everything possible to boost such a good cause, I've taken the bull by the horns and worked out a plan that is dead certain to help exhibitors during the summer. There's nothing complicated about it. It's as simple as can be.

I've instructed all Universal exchanges to gather all our very best Universal Special Attractions, our Jewels and our two-reel Westerns, our Century comedies, and in fact all our pictures best adapted to summer exhibition, and group them

ws at Summer Prices

into SOLID PROGRAMS WHICH THEY WILL SHIP TO YOU IN ONE SHIPMENT AT SUMMER PRICES!

Instead of getting your feature from one company, your comedy from another, your other short product from still another and your news reels from still another, YOU'LL GET THE WHOLE SHOW IN ONE SHIPMENT.

And the price will be cut down so low that it will be cheaper for you to keep your theatre open even in the worst of the hot weather than to close down and let your overhead keep on eating you up.

Don't forget the growing popularity of the radio. If it has not struck you territory yet, it soon will. You cannot afford to shut up shop and let the radio take away your customers. You've got to work your brains overtime to keep what you've got, and you can't keep it by closing during the summer time.

Look for the details of my suggestion elsewhere in this issue of the Weekly and then INVESTIGATE. Take my word for it, THE WORST MOVE YOU CAN MAKE THIS SUMMER OF ALL SUMMERS IS TO SHUT UP SHOP. The summer time is plain hell for the Universal, just as much as it ever was for you, but you can bet your bottom dollar we don't go to sleep in the summer any more than we do in the heart of the winter season!

Big pictures for every kind o

MAKE THIS the biggest summer you ever had! Study Universal's big "1000 Summer Shows at Summer Prices" offer in this book and you will find scores of Big Feature Pictures—sure-fire Comedy Hits—Short Features of every description—one-reelers—everything for any kind of program in any kind of theatre anywhere! This offer lasts all summer—you can pick pictures for one day—for one week, for two or three weeks — or for all summer — and every program you select will be shipped to you in one big consignment!

Think what a saving that is—to get all your reels in one can, and with them all your posters, advertising, publicity and other accessories—all at once! Under this plan your saving starts at the beginning, and it lasts clear through because Universal offers these programs to you at prices that your purse can meet—summer prices!

Remember, you can pick your own programs — for any length of time you desire. The offer is going to last all summer—you can make it your most profitable summer! Get in NOW on Universal's stupendous summer offer—it's our way of making this the biggest and most profitable summer you ever had!

Study the following pages carefully — and bear in mind that we are back of you in putting your program over with good exploitation, publicity, etc.

SEE YOUR NEAREST UNIVERSAL EXCHANGE TODAY!

Here are the Pictures---

STARTING with the biggest and newest Universal-Jewels — the finest pictures made — we list hundreds of pictures from which you can select your program. They are all BIG pictures — even the Short Features and Comedies. They are all late productions, and they feature players who are popular everywhere. Read the list carefully, then select your program!

program in any kind of theatre

Universal-Jewels

Priscilla Dean

the screen's most magnificent actress in

"Wild Honey" Played

a stupendous picturization of Cynthia Stockley's world famous novel, directed by Wesley Ruggles. A whale of a picture now cashing in everywhere.

"Conflict"

from Clarence Budington Kelland's "Red Book Magazine" story, directed by Stuart Paton, picturing the greatest thriller screened in years.

"Reputation" Played

A remarkable story of woman against woman, starring Priscilla Dean in an amazing dual role. Directed by Stuart Paton.

Harry Carey

King of the Western Drama, in

"Man to Man" ✓ Played

A smashing story of romance and adventure in the Far West. A clean-up picture if ever there was one.

"The Fox" B. ✓ Played

Carey's first Super-Western Jewel Production—and what a big box-office bet! Sure-fire with movie fans.

"No Woman Knows" B ✓

with an all-star cast headed by

Mabel Julienne Scott Played

and STUART HOLMES

The picture of heart-throbs — the picture that packs 'em in! Every exhibitor who has played this superb Jewel has cashed in—just as you can—and will! Get this one!

Big Stars-Big Picture-Big

UNIVERSAL ATTRACTIONS

Frank Mayo

"The Man Who Married His Own Wife"

"The Fighting Lover"
"The Shark Master"
"Go Straight"
"Dr. Jim" ✓
"Across the Deadline" ✓
"Tracked to Earth" ✓

Every Audience's Hero!

Gladys Walton

"Second Hand Rose"

"Short Skirts"
"The Rowdy"
"High Heels"
"Playing With Fire" ✓
"The Guttersnipe" ✓
"The Wise Kid" ✓

The Greatest Find Since Mary Pickford

Hoot Gibson

"Step On It!"

"Action"
"Red Courage"
"Sure Fire" ✓
"The Fire Eater" ✓
"Headin' West" ✓
"The Bearcat"

The Fastest Western Action Star in Pictures

Herbert Rawlinson

"The Black Bag"

"The Millionaire" ✓
"Cheated Hearts" ✓
"The Scrapper" ✓
"The Man Under Cover"

The Matinee Idol of the Screen!

rofits in this smashing offer

UNIVERSAL ATTRACTIONS

Marie Prevost

"Kissed"

"Moonlight Follies"
"Nobody's Fool"
"Don't Get Personal" ✓
"Dangerous Little Demon" ✓
"A Parisian Scandal"

The Cute Little Devil of the Silver Sheet!

Miss du Pont

"A Wonderful Wife"

"The Rage of Paris"
"False Kisses"
"Shattered Dreams"
"The Golden Gallows"

Said to Be the Most Beautiful Blonde on the Screen!

Edith Roberts

"Opened Shutters"
"Luring Lips"
"Thunder Island"

This Star's Greatest Successes!

All Star Casts

"Man Trackers"
"Danger Ahead"
"The Beautiful Gambler"

With such stars as George Larkin, Mary Philbin and Grace Darmond

Carmel Myers

"The Kiss"
"A Daughter of the Law"

Two of the Biggest Hits This Star Ever Made

---and the finest Chapter-Plays on earth

Harry Myers

— in the chapter-play that is smashing box-office records in some of the finest first-run houses in the land! The chapter-play adapted from the most famous story of adventure and romance ever written—

"The Adventures of ROBINSON CRUSOE"

George Walsh

in another of Universal's new kind of chapter-plays — the continued feature that revolutionized the chapter-play business — the one that gives 'em thrills, excitement and gets the backing of all the schools.

"With Stanley in Africa"

Art Acord

— in a story of adventure and mystery on the Western plains in the early days of American history — packed full of suspense, thrills and punch that smashed box-office records in hundreds of theatres.

"Winners of the West"

Eileen Sedgwick

— the beautiful, daring star in a chapter-play of romance and adventure that will keep your patrons on edge until the final reel —

"Terror Trail"

Eddie Polo

— in a smashing chapter-play of adventure, excitement and thrill — one that will pack your house because it packs a punch —

"The Secret Four"

— in a crashing, fighting chapter-play of adventure in Cuba and the Golden West — a sure-fire attraction for the box-office —

"Do or Die"

--and the World's best Short Features!

The greatest series of Two-Reelers ever made!

Carl Laemmle
presents

REGINALD DENNY

— in the most successful series of Short Features ever released, the film version of H. C. Witwer's famous "Collier's Weekly" stories, directed by Harry Pollard.

"THE LEATHER PUSHERS"

Your patrons will thank you for this series!

Universal-Jewel Comedies

These are the screamingly funny two-reelers starring Lee Moran and the famous monkey comedian, Joe Martin. Your patrons know these stars —know they're good for the laughs. That means they're good for cash at the box-office! Give them a place in your program!

Lee Moran

"Robinson's Trousseau"
"P. D. Q."

Joe Martin

"A Monkey Movie Star"
"A Monkey Bellhop"
"A Monkey Schoolmaster"

EDDIE POLO

in the most thrilling and exciting Short Features he ever made! Six two-reelers that will be the talk of your town!

"Cyclone Smith's Vow"	"The Yellow Streak"
"A Battle Against Odds"	"The Heritage of Hate"
"Square Deal Cyclone"	"A Ride for a Rancho"

All In This Big Series Called

"The Return of CYCLONE SMITH"

--and the finest two-ree

Tom Santschi

You know what this action star means! You have cashed in with him before! The series of eight two-reelers he is featured in are the best work of his career—and you know what that means! Don't leave him out when you make up your programs!

"Squarin' It"
"A Guilty Cause"
"It Is the Law"

Reginald Denny

This handsome young star is without doubt one of the greatest drawing cards on the screen! Take advantage of the enormous popularity he attained in the famous "Leather Pushers" series and play these Short Features—stories of the Royal Northwest Mounted Police—in which he is now featured! The first one is —

"NEVER LET GO!"

Art Acord

Remember how this popular Western star cleaned up in "Winners of the West"? These Short Features offer him the fastest kind of action — lots of thrill, romance and adventure in the Far West! The best kind of pep for the box-office!

"The Cowpuncher's Comeback"
"The Call of the Blood"
"Fair Fighting"
"The Ranger's Reward"
"Matching Wits"

Westerns ever shown

Jack Perrin

"The Valley of the Rogues"
"The Danger Man"
"Both Barrels"
"The Rim of the Desert"
"In the Nick of Time"
"Old Dynamite"
"The Phantom Terror"
"A Bluejacket's Honor"

Hoot Gibson

"The Bandit's Reward"
"The Movie Trail"
"The Man Who Woke Up"
"Beating the Game"

Eileen Sedgwick

"The Girl In the Saddle"
"The Shadow of Suspicion"
"A Woman's Wit"
"The Dream Girl"
"A Battle of Wits"
"The Night Attack"
"The Open Wire"

George Larkin

"Roaring Waters"
"The Fight Within"
"Raiders of the North"
"The Honor of the Mounted"
"Beauty and the Bandit"
"The Call of Duty"

With Special Casts

"Range Rivals"—
With M. K. Wilson and Magda Lane
"The Brand of Courage"
"The Alarm"
"Ned of the News"—
With Percy Pembroke
"The Deputy's Double-Cross"—
With Laura LaPlante and Lee Shumway
"Captain Kidd's Finish"—
With Mack Wright and Lillian Byron
"Trickery"—
With Dorothy Woods and Harold Goodwin
"The Call of Courage"—
With Laura LaPlante and Percy Pembroke
"A Treacherous Rival"—
With Laura LaPlante and Percy Pembroke
"The Getaway"—
With Neal Hart

Eddie Polo

"The White Messenger"
"The Verdict"

Elmo Lincoln

"Fighting Back"
"Desperation"
"The Big Ranger"

--- and Century Comedies --- the

Baby Peggy

This marvelous baby star is one of the biggest box-office attractions in the country today! She is featured time after time above the regular program — and makes good! All her latest and best comedies go in this big offer! Man, what a chance to clean up!

"The Cleanup"
"Seashore Shapes"
"A Muddy Bride"
"Get-Rich-Quick Peggy"
"Little Miss Mischief" ✓
"Peggy Be Good" ✓
"The Little Rascal" ✓
"Third Class Mail"

Brownie

The Wonder Dog

The friend of a million kids — and the pet of a million grownups! They come from near and far when you show a Brownie picture! We give you his best releases in this stupendous Summer offer!

"Alfalfa Love"
"Tin Cans"
"Around Corners"
"Table Steaks" ✓
"Mutts"
"Cheerful Credit"
"Sic 'Em Brownie"

Lee Moran

One of the most popular comedians on the screen today—and one of the funniest. Any one of these pictures is a feature that your patrons will appreciate—book them!

"The Straphanger"
"The Touchdown"
"Upper and Lower" ✓
"The Rubberneck"
"Red Hot Rivals"
"Three Weeks Off"

best and biggest in the business!

Baby Peggy and Brownie

A combination that will register at your theatre with capacity crowds! Here are two of the biggest drawing cards in the comedy field—all yours in Universal's "1000 Summer Shows at Summer Prices" offer!

"Golfing"
"Brownie's Little Venus"
"Brownie's Baby Doll"
"Chums"
"Circus Clowns"

Harry Sweet

One of the most popular Century Comedy stars! Harry Sweet is known from coast to coast as a funmaker—and these are the best pictures he ever made! All in this clean-up offer!

"Off His Beat"
"No Brains"
"Two of a Kind"
"A One Horse Town"
"Horse Sense"
"An Idle Roomor"
"The Dumb-bell"
"Playing 'Possum"
"Mamma's Cowpuncher"
"High Life"
"Stealin' Home"
"In Again"
"Shipwrecked Among Animals"

Charles Dorety

A comedian that everybody likes—and here are his latest and best pictures! Remember them when you choose your programs — and please your patrons!

"Hold Your Breath
"A Dark Horse"
"A Nervy Dentist"
"A Week Off"
"A Family Affair"
"Teddy's Goat"

Make It the Biggest Summer You Ever Had!

--and more than 50 One-reel Comedie

The Best One-reel Comedies Made!

UNIVERSAL one-reel comedies are consistently good! They are a tonic for any program, and your patrons know the stars they feature — such well known and sure-fire funmakers as Neely Edwards, Roy Atwell, Billy Fletcher and others! Good for laughs—and good for a clean-up at the box-office!

Neely Edwards

This popular funmaker is a sure box-office asset! You can put his comedies on your program with assurance that your patrons will enjoy them! They're new—they're different!

"His Inheritance Taxi"
"Gee Whiskers"
"Society Sailors"
"The Minute Man"
"A Shaky Family Tree"
"Easy to Cop"
"Taking Things Easy"

Roy Atwell

Book some of the polite domestic comedies this funster is starred in—and make a hit with the married folks—and those who will be married!

"A Panicky Pullman"
"A Golf Insect"
"The Gay Deceiver"
"His Prehistoric Blunder"
"Loose Nuts"

With Billy Fletcher

Corking Comedies with lots of thrill and screamingly funny action — that's what these one-reelers starring this miniature comedian are! Sure bets on any program!

"Rubes and Boobs"
"An Awful Bull"
"While New York Snores"
"The Champ"

with stars of proven box-office power!

EVERY comedy listed on this page will hold its place in any program in any theatre anywhere. Each feature a big special cast of funmakers, all of whom are favorites with your patrons! Your program will not be complete unless you choose a number of these winners---book them and cash in!

"Should Husbands Do Housework?"
"Ice-Box Pirates" ✓
"Heart Breakers"
"Oh, Nursie!"

"Show Me Your Samples"
"Westward Whoa!"
"Almost a Rancher"
"Penny Ante"

"Twelve Hours to Live"
"The News Maker"
"The Fake Quake"
"Watch Your Wallet"

"No Clothes to Guide Him"
"Both Booths"
"Friday the Thirteenth"
"A Thousand a Week"
"His Unlucky Berth"

"Should Husbands Mind Babies?"
"The Skylark"
"A Model Made"
"The Bottle Baby"

"Should Stepmothers Trifle?" ✓
"His Prehistoric Blunder"
"Those Doggone Kids"
"Look Pleasant, Please"

"Where Is My Wandering Wife"
"The Misfit Pair"
"Hot But Healthy"
"No Place to Live"

"Fur Coats and Plants"
"Back Stage"
"Fares, Please!"
"Line's Busy"
"Noiseless Valley"

Make It the Biggest Summer You Ever Had!

Look Over These Suggested

THE SUGGESTED programs on this and the following pages are just suggestions---that is, unless you like them, you are not bound to select them. You can select any program you want from any list of pictures in this offer ---those following we offer merely as suggestions, or examples, of what strong programs you can make up.

Look them over carefully---if you like them, book them and we will help you exploit them and clean up with them.

Remember these programs come to you at summer prices ---they are part of Universal's Big Summer Offer --- "1,000 SUMMER SHOWS AT SUMMER PRICES." Now go to it!

Suggeston No. 1

Jewel Week

"WILD HONEY"—PRISCILLA DEAN
Joe Martin in "A Monkey Movie Star"
Art Acord in "The Cowpuncher's Comeback"
International News

"NO WOMAN KNOWS"—All-Star Cast
Baby Peggy in "A Muddy Bride"
Percy Pembroke in "Ned of the News"
International News

"MAN TO MAN"—Harry Carey
Brownie, the dog, in "Tin Cans"
Percy Pembroke in "A Treacherous Rival"

Two Days Each!

Suggestion No. 2

Carey Week

"MAN TO MAN"—Harry Carey
Baby Peggy in "Little Miss Mischief"
Comedy Reel "Almost a Rancher"
International News

"THE FOX"—Harry Carey
Joe Martin in "A Monkey Bellhop"
Eileen Sedgwick in "The Shadow of Suspicion"
International News

Three Days Each!

rograms--Then Act at Once!

Suggestion No. 3

Variety Week

"NO WOMAN KNOWS"—Jewel, All-Star Cast
Jack Perrin in "Both Barrels"
Baby Peggy and Brownie, the dog, in "Chums"
International News

"THE FIRE EATER"—Hoot Gibson
Joe Martin in "A Monkey Movie Star"
Harold Goodwin in "Trickery"
International News

"THE KISS"—Carmel Myers
George Larkin in "Raiders of the North"
Comedy Reel "The News Maker"
International News

"THE MILLIONAIRE"—Herbert Rawlinson
Harry Sweet in "A One-Horse Town"
Reginald Denny in "The Leather Pushers"
International News

"THE DANGEROUS LITTLE DEMON" —Marie Prevost
Art Acord in "The Ranger's Reward"
Comedy Reel "Fur Coats and Pants"
International News

"GO STRAIGHT"—Frank Mayo
Baby Peggy in "The Little Rascal"
M. K. Wilson and Magda Lane in "Range Rivals"
International News

Suggestion No. 4

Beauty Week

"KISSED"—Marie Prevost
Baby Peggy in "Peggy, Be Good"
Comedy Reel "Look Pleasant, Please"
International News

"A DAUGHTER OF THE LAW"—Carmel Myers
Harry Sweet in "Two of a Kind"
George Larkin in "The Fight Within"
International News

"SHATTERED DREAMS"—Miss duPont
Charles Dorety in "A Nervy Dentist"
Comedy Reel "The Bottle Baby"

"HIGH HEELS"—Gladys Walton
Tom Santschi in "A Guilty Cause"
Comedy Reel "Penny Ante"
International News

"LURING LIPS"—Edith Roberts
Art Acord in "Fair Fighting"
Comedy Reel "Show Me Your Samples"
International News

"NOBODY'S FOOL"—Marie Prevost
George Larkin in "The Fight Within"
Comedy Reel "His Inheritance Taxi"
International News

Suggestion No. 5

Comedy Week

"KISSED"—Marie Prevost
Charles Dorety in "A Week Off"
Comedy Reel "A Model Made"

"THE WISE KID"—Gladys Walton
Harry Sweet in "Shipwrecked Among Animals"
Comedy Reel "No Place to Live"

"TIN CANS" with Brownie, the dog, (2 reels)
"A MUDDY BRIDE" with Baby Peggy (2 reels)
"TEDDY'S GOAT" with Charles Dorety (2 reels)
Hoot Gibson in "The Movie Trail"
Reginald Denny in "Never Let Go"

"DON'T GET PERSONAL"—Marie Prevost
Baby Peggy and Brownie, the wonder dog, in "Circus Clowns"
Laura LaPlante in "The Call of Courage"

"THE TOUCHDOWN" with Lee Moran (2 reels)
"A MONKEY BELLHOP" with Joe Martin (2 reels)
"SEASHORE SHAPES" with Baby Peggy (2 reels)
Jack Perrin in "The Phantom Terror"
Eileen Sedgwick in "A Battle of Wits"

"THE GUTTERSNIPE"—Gladys Walton
George Larkin in "The Honor of the Mounted"
Comedy Reel "Should Stepmothers Trifle?"

Suggestion No. 6

All Star Week

"DON'T GET PERSONAL"—Marie Prevost
Jack Perrin in "The Valley of the Rogues"
Comedy Reel "A Shaky Family Tree"
International News

"ACTION"—Hoot Gibson
Baby Peggy and Brownie, the dog, in "Golfing"
Billy Fletcher in "An Awful Bull"
International News

"THE ROWDY"—Gladys Walton
Tom Santschi in "Squarin' It"
Comedy Reel "Oh, Nursie!"
International News

"THE FIGHTING LOVER"—Frank Mayo
Charles Dorety in "Hold Your Breath"
Mark Wright in "Captain Kidd's Finish"
International News

"THE RAGE OF PARIS"—Miss duPont
Eddie Polo in "The White Messenger"
Comedy Reel "Friday the Thirteenth"
International News

"THE MAN UNDER COVER" — Herbert Rawlinson.
Art Acord in "The Call of the Blood"
Comedy Reel "No Clothes to Guide Him"
International News

Make It the Biggest Summer You Ever Had!

We'll Back Your Program With

Suggestion No. 7

Flapper Week

"SHORT SKIRTS"—Gladys Walton
Baby Peggy in "The Clean-Up"
International News

"MOONLIGHT FOLLIES"—Marie Prevost
Hoot Gibson in "The Bandit's Reward"
Billy Fletcher in "Rubes and Boobs"
International News

"PLAYING WITH FIRE"—Gladys Walton
Brownie, the wonder dog, in "Alfalfa Love"
Roy Atwell in "His Prehistoric Blunder"
International News

"A PARISIAN SCANDAL"—Marie Prevost
Elmo Lincoln in "Fighting Back"
Comedy Reel "Easy to Cop"
International News

"SECOND HAND ROSE"—Gladys Walton
Baby Peggy in "Seashore Shapes"
George Larkin in "Roaring Waters"
International News

"KISSED"—Marie Prevost
Eileen Sedgwick in "The Girl in the Saddle"
Carter DeHaven in "A Thousand a Week"
International News

Suggestion No. 8

Dean Week

"WILD HONEY"—PRISCILLA DEAN
Brownie, the wonder dog, in "Around Corners"
Reginald Denny in "The Leather Pushers" (2 rounds)
International News

"CONFLICT"—PRISCILLA DEAN
Harry Sweet in "No Brains"
Reginald Denny in "The Leather Pushers" (2 rounds)
International News

"REPUTATION"—PRISCILLA DEAN
Baby Peggy in "Peggy, Be Good"
Reginald Denny in "The Leather Pushers" (2 rounds)
International News

Two Days Each

Suggestion No. 9

Western Week

"THE FOX"—Harry Carey
Neal Hart in "The Getaway"
Comedy Reel "A Panicky Pullman"
International News
(Two Days)

"RED COURAGE"—Hoot Gibson
Brownie, the wonder dog, in "Table Steaks"
Billy Fletcher in "While New York Snores"
International News

"THE BEAUTIFUL GAMBLER"—All-Star Cast
Eileen Sedgwick in "A Woman's Wit"
Roy Atwell in "The Gay Deceiver"
International News

"TRACKED TO EARTH"—Frank Mayo
Jack Perrin in "The Danger Man"
Comedy Reel "Watch Your Wallet"
International News

"SURE FIRE"—Hoot Gibson
Eileen Sedgwick in "The Night Attack"
Billy Fletcher in "The Champ"
International News

Suggestion No. 10

Romance Week

"CHEATED HEARTS"—Herbert Rawlinson
Eileen Sedgwick in "The Dream Girl"
Comedy Reel "The Misfit Pair"
International News
"A WONDERFUL WIFE"—Miss duPont
George Larkin in "Beauty and the Bandit"
Comedy Reel "Should Husbands Do Housework?"
International News
"THE MAN WHO MARRIED HIS OWN WIFE"—Frank Mayo
Jack Perrin in "A Bluejacket's Honor"
Baby Peggy and Brownie, in "Brownie's Little Venus"
International News
"KISSED"—Marie Prevost
Tom Santschi in "It Is the Law"
Comedy Reel "Where Is My Wandering Wife?"
International News
"MAN TRACKERS"—All-Star Cast
Harry Sweet in "Playing 'Possum"
Comedy Reel "Should Husbands Mind Babies?"
International News
"SECOND HAND ROSE"—Gladys Walton
Charles Dorety in "A Family Affair"
Jack Perrin in "Old Dynamite"
International News

elpful Exploitation and Advertising

Suggestion No. 11

Chapter-Play Week

- "TERROR TRIAL"—Eileen Sedgwick
  - Harry Sweet in "An Idle Roomer"
  - Art Acord in "The Ranger's Reward"
  - International News
- "WITH STANLEY IN AFRICA"—George Walsh
  - Baby Peggy in "Third Class Mail"
  - Laura LaPlante in "The Deputy's Double-Cross"
  - Comedy Reel "Ice-Box Pirates"
  - International News
- "WINNERS OF THE WEST"—Art Acord
  - Brownie, the wonder dog, in "Sic 'Em Brownie"
  - Neal Hart in "The Getaway"
  - International News
- "THE SECRET FOUR"—Eddie Polo
  - Eileen Sedgwick in "The Open Wire"
  - Harry Sweet in "The Dumb-bell"
  - International News
- "THE ADVENTURES OF ROBINSON CRUSOE"—Harry Myers
  - Jack Perrin in "In the Nick of Time"
  - Comedy Reel "His Unlucky Berth"
  - International News

Run three episodes daily of any one of the above chapter-plays. This will give you features every day and complete the chapter-play in one week.

Suggestion No. 12

Sport Week

Featuring "The Leather Pushers"

- "THE BEARCAT"—Hoot Gibson
  - Baby Peggy in "The Little Rascal"
  - Reginald Denny in "The Leather Pushers" (2 rounds)
  - International News
- "ACROSS THE DEADLINE"—Frank Mayo
  - Brownie, the wonder dog, in "Table Steaks"
  - Tom Santschi in "A Guilty Cause"
  - International News
- "THE BEAUTIFUL GAMBLER"—All-Star Cast
  - Joe Martin in "A Monkey Movie Star"
  - Reginald Denny in "The Leather Pushers" (2 rounds)
  - International News
- "THE SCRAPPER"—Herbert Rawlinson
  - Comedy Reel "Twelve Hours to Live"
  - Elmo Lincoln in "The Big Ranger"
  - International News
- "THE GOLDEN GALLOWS"—Miss duPont
  - Harry Sweet in "Two of a Kind"
  - George Larkin "The Call of Duty"
  - International News
- "THUNDER ISLAND"—Edith Roberts
  - Comedy Reel "Hot But Healthy"
  - Reginald Denny in "The Leather Pushers" (2 rounds)
  - International News

Suggestion No. 14

Universal Week

- "THE SCRAPPER"—Herbert Rawlinson
  - Baby Peggy and Brownie in "Brownie's Baby Doll"
  - Eddie Polo in "The Return of Cyclone Smith (2 episodes)
  - International News
- "HEADIN' WEST"—Hoot Gibson
  - Lee Moran in "Upper and Lower"
  - Comedy Reel "Fares, Please"
  - International News
- "DR. JIM"—Frank Mayo
  - Baby Peggy in "The Cleanup"
  - Eddie Polo in "The Return of Cyclone Smith" (2 reels)
  - International News
- "THE GOLDEN GALLOWS"—Miss duPont
  - Harry Sweet in "High Life"
  - Art Acord in "Matching Wits"
  - International News
- "SHORT SKIRTS"—Gladys Walton
  - Joe Martin in "A Monkey School Master"
  - Eddie Polo in "The Return of Cyclone Smith" (2 episodes)
  - International News
- "THUNDER ISLAND"—Edith Roberts
  - Harry Sweet in "Stealin' Home"
  - George Larkin in "The Honor of the Mounted"
  - International News

Suggestion No. 15

Gala Week

- "CONFLICT"—Priscilla Dean
  - Lee Moran in "The Touchdown"
  - Tom Santschi in "A Guilty Cause"
  - International News
    - (Two Days)

- "MOONLIGHT FOLLIES"—Marie Prevost
  - Eddie Polo in "The Verdict"
  - Brownie, the wonder dog, in "Mutts"
  - International News

- "THE MILLIONAIRE"—Herbert Rawlinson
  - Harry Sweet in "In Again"
  - Elmo Lincoln "The Big Ranger"
  - International News

- "OPENED SHUTTERS"—Edith Roberts
  - Hoot Gibson in "The Man Who Woke Up"
  - Comedy Reel "Back Stage"
  - International News

- "DANGER AHEAD"—All-Star Cast
  - Charles Dorety in "A Dark Horse"
  - Eddie Polo in "The Verdict"
  - International News

Make It the Biggest Summer You Ever Had!

A Thousand Summer

UNIVERSAL Devotes an Entire Year's Product of Motion Pictures to the Services of Exhibitors to Make Money for Those Who Are Standing Still and to Keep the Houses of Those Who Are Losing Money from Closing.

OF all the companies in the motion picture business Universal is readiest to help exhibitors when they need help; is most practical when the help is offered. Carl Laemmle, president of Universal, is morally convinced that for the last few months we have been slowly but surely coming back to normal. He is convinced that this improvement of our condition is permanent. He is convinced that this summer will be better than last **if we make it so. And it can be done.**

Capitalize Showmanship

Following his usual custom, Mr. Laemmle has given orders to his organization to devise a plan which will make it possible for those exhibitors who don't expect to do more than hang on during the summer to make money, and make big money, and for those who under ordinary conditions would close up during the summer to keep open and thus pay for overhead and depreciation and living expenses. The following plan was decided upon and has Mr. Laemmle's fullest endorsement. It is a plan that capitalizes showmanship, a plan that makes it possible for a man who takes full advantage of it to make a profit proportionate to the amount of product he uses and the cleverness with which he selects his shows. There will be a very material reduction in rental charges and quite a saving in shipping charges through shipping an entire show in one can. Everything will be done to make the net to the exhibitor as great as possible by eliminating all the little expenses that can be doubled up or dispensed with.

Box-Office Tonic

This far-reaching innovation involves an entire year's supply made up into complete shows, each including a feature, a comedy, another short subject and a news reel. They are now being assembled and will be distributed as complete summer shows at summer prices. Universal-Jewels, Special Attractions, Westerns, Serials, Century Comedies, Star Comedies, International News Reels and other special productions will be included in the make-up of the various shows.

Mr. Laemmle predicts that the exhibitor who is debating the question of keeping open during the summer will find it cheaper to use these solid programmes and keep open than to close and dig down for the overhead.

"I learn from the various Universal exchanges that an increasing number of exhibitors are going to make every effort to keep open during the summer," said Mr. Laemmle, in a statement concerning the "Summer Shows at Summer Prices" plan.

Worry Eliminated

"I have made up my mind to do what I can to help them to keep open. That is why I have evolved the Solid Programme Summer Show plan. By this plan an exhibitor will be able to get a complete show in one shipment at summer prices. Not only will he be saved the time, expense and worry of complicated booking, but will be able to receive his show all at one time and return it the same way, thus saving more time and eliminating worry and expense by these combinations.

"They will include the popular Universal-Jewels, the successful Special Attractions, and the pick of our two-reel Westerns, two-reel Century Comedies and other products. The best of the Universal serial output also will be available in a novel method of presentation which I believe will prove highly advantageous for summer business.

"These solid programmes will include feature pictures made by such stars as Priscilla Dean, Harry Carey, Lon Chaney, Gladys Walton, Marie Prevost, Frank Mayo, Hoot Gibson, Herbert Rawlinson and others. The Westerns will be those made by Hoot Gibson, Eileen Sedgwick, Jack Perrin, Art Acord, George Larkin, Josephine Hill, Percy Pembroke, Laura La Plante, Gertrude Olmstead, Eddie Polo, Tom Santschi and Reginald Denny. The comedies will be those of Lee Moran, Baby Peggy, Brownie, Harry Sweet, Charles Dorety, Joe Martin, Billy Fletcher, Roy Atwell and Neely Edwards.

Includes Denny

Included among the solid programmes will be the six rounds of 'The Leather Pushers,' that popular series of H. C. Witwer's prize ring stories done by Harry Pollard with Reginald Denny as the star. A series of six Eddie Polo Westerns, 'The Return of Cyclone Smith' also is scheduled for inclusion.

"Universal's idea is to put out solid shows that will help the exhibitor to keep the pot boiling during the coming summer. The exhibitor who closes for the summer not only loses

hows At Summer Prices

WILL Rent Solid Programs of Unit Shows Shipped in One Case—Wonderful Combinations to Suit Showmanship Requirements of Each Individual — Eliminate Booking Worries, Transportation Costs, High Rentals.

what he might make with his house, but loses patronage which he finds hard to get back in the fall. A closed picture house causes the people to get out of the habit of looking to moving pictures for their entertainment. This point should be considered seriously at this time, when radio telephony is in the midst of a phenomenal rise in popular favor with its 'stay at home' appeal.

"The serials will embrace chapter plays made with Eileen Sedgwick, Eddie Polo, Art Acord, George Walsh and Harry Myers. Universal's highly successful series of 'thrills from history' chapter-plays will be available in these solid programme shows.

A Fight in Sight

"Exhibitors are faced with a fight to keep their present patronage. It is no time to let up or back down and allow some other amusement to draw the people. In this fight to keep up the popularity of the screen, Universal is going to take its place in the front line trenches alongside of the exhibitor.

"This solid programme summer show plan is just one evidence of the extent to which Universal will go to help its exhibitor patrons. It is confidently believed that this plan will help many an exhibitor to pull through the summer, when ordinary booking problems and disappointments, coupled with high rental prices, might force him to close his theatre.

"There are more than a thousand successful Universal pictures of comparatively recent date which are available for these solid programme summer shows, making a wide range of picture combinations to choose from.

"Thus, an exhibitor will be able to buy a comedy-drama programme or a straight Western programme or an out-of-doors picture programme. On the other hand, there will be all sorts and combinations of features, Westerns and comedies, to be had."

Variety of Talent

There will be no attempt to force any kind or class of pictures on the exhibitor with these shows. The variety will be such that any demand can be met. An exhibitor will be able to get as many pictures of any one star that he wants, or he will be able to run many days without repeating the star.

It is understood that among the many novel summer innovations to be inaugurated by Universal with the unit programme plan will be the offering of serials for release three episodes at a time. This will enable an exhibitor to run a serial week, in which the main part of his show each day will be three episodes, or six reels of a serial, followed by a comedy and a news reel. Such popular serials as "Winners of the West," "With Stanley in Africa" and "The Adventures of Robinson Crusoe" will be available for release by this method as well as otherwise. Similarly, "The Leather Pushers," six rounds of two reels each, may be booked in two days.

Also, exhibitors who want to specialize on any star for a week, will be able to obtain unit shows featuring that star. Thus a "flapper week" may be held, featuring comedy dramas by Gladys Walton or Marie Prevost. A "Western" week will be available with pictures made by Carey and Gibson.

A Jewel Week

Exhibitors wanting to run a full week of Universal-Jewels will find a series of pictures by Priscilla Dean, Harry Carey and others to draw from.

Among the Jewels to be included in the summer show programme are "The Trap," with Lon Chaney; "Man to Man" and "The Fox," with Harry Carey; "Conflict" and "Wild Honey," with Priscilla Dean, and "No Woman Knows," with Mabel Julienne Scott and all-star cast.

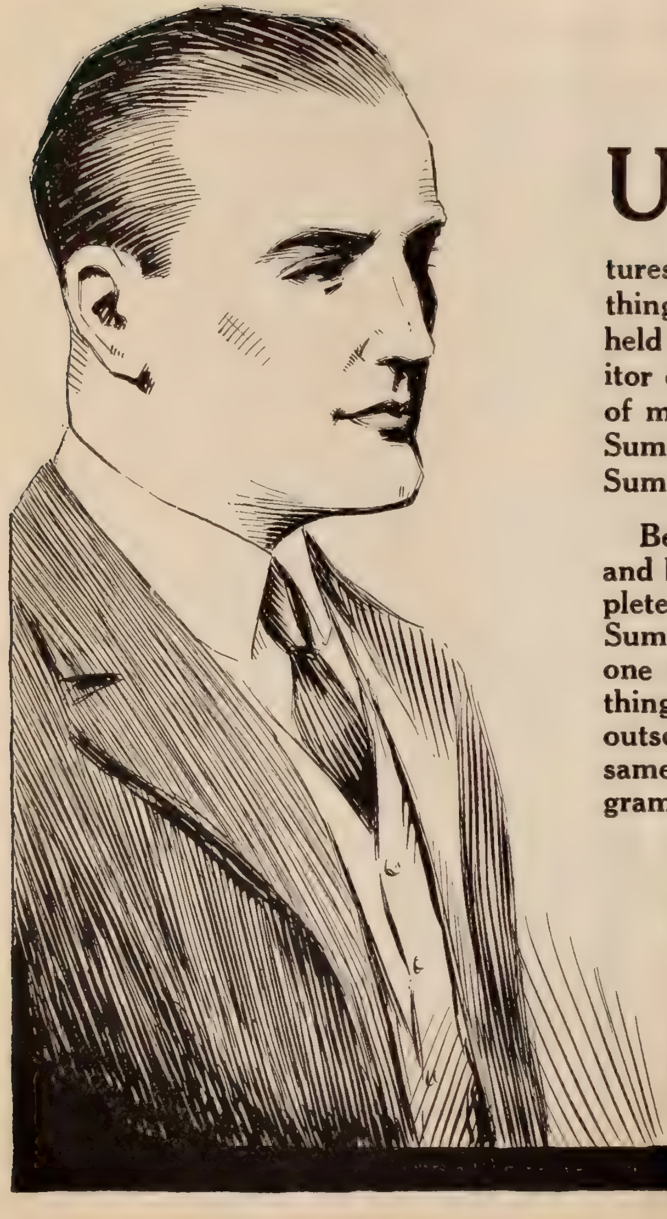
Fine Programmes

Universal Attractions will include the following pictures starring Hoot Gibson: "Action," "Red Courage," "Sure Fire," "The Fire Eater," "Headin' West," "The Bearcat" and "Step On It." Gladys Walton's series will include "Short Skirts," "The Rowdy," "High Heels," "Playing With Fire," "The Guttersnipe," "The Wise Kid" and "Second Hand Rose." Those starring Marie Prevost will be "Moonlight Follies," "Nobody's Fool," "A Parisian Scandal," "Don't Get Personal," "The Dangerous Little Demon," and "Kisssed." Frank Mayo's following pictures will be scheduled: "The Fighting Lover," "The Shark Master," "Go Straight," "Dr. Jim," "Across the Deadline," "Tracked to Earth," and "The Man Who Married His Own Wife." Herbert Rawlinson's pictures will include "The Millionaire," "Cheated Hearts," "The Scrapper" and "The Man Under Cover." There also will be pictures starring Miss du Pont, Edith Roberts and Carmel Myers.

Make this Your

Clean up

1000 Summer Shows



Mr. Exhibitor, Read This Tal

UNIVERSAL, in this great offer, goes a long way toward GUARANTEEING you a successful and profitable summer! Its very best Features, Short Features, Comedies and, in fact, everything it has that exhibitors can make money with, is held out to you at prices you and every other exhibitor can meet. In this way Universal does its share of making the Summer of 1922 a Golden One — a Summer you will all remember — a different sort of Summer than you have come to look for!

Bear in mind that Universal offers only its latest and biggest pictures; it suggests that you select complete programs for any length of time during the Summer,—it offers to ship everything you select in one big shipment—film, posters, advertising, everything. You don't have to be told that, right at the outset, you're saving a nice bunch of money! That same saving will last clear up until you have the program in your house and have shown it!

There's an Exploitation Man in

Cuddle up to Universal

Biggest Summer!

with these

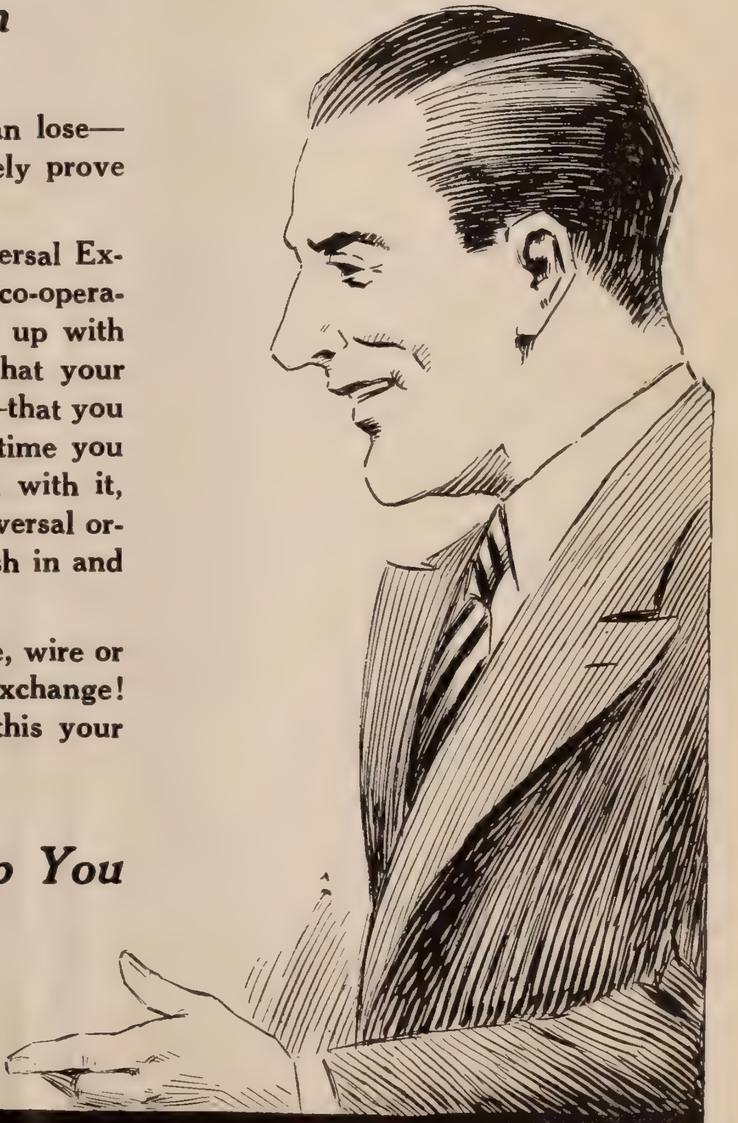
at Summer Prices

from Your Universal Salesman

IN other words, there is no way you can lose—any Universal Exchange will conclusively prove that to your satisfaction.

Carl Laemmle has instructed every Universal Exchange to extend the fullest and completest co-operation possible to every exhibitor who lines up with Universal in this big offer. That means that your business relations will be of the pleasantest—that you will get exploitation help — that from the time you order your program until you are through with it, you will have the full force of the great Universal organization back of you—helping you to cash in and clean up!

If you want any further information write, wire or telephone to your nearest Universal Exchange! They're set and ready to help you make this your BIGGEST Summer!



Your Exchange---Let Him Help You

You'll be needing us

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, Editor.
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Vol. 15 MAY 20, 1922 **No. 14**

News from the West Coast

THE title of Mrs. Frances Hodgson Burnett's famous novel, "That Lass o' Lowries," has been changed by the Jewel Company to "The Flame of Life." It is being used as a starring vehicle for Priscilla Dean.

MARIE PREVOST now passes under the guidance of Stuart Paton, who will direct her in an automobile drama entitled "They're Off." Scenes are now being shot at Universal City.

LAMBERT HILLYER has been engaged by Universal to direct "Broken Chains," a magazine story by Jack Bechdolt. Frank Mayo will be starred.

HOBART HENLEY has filled up the cast for his second Jewel picture, "The Flirt," by Booth Tarkington. It includes Helen Jerome Eddy, Eileen Percy, Lydia Knott, Edward Hearn, Lloyd Whitlock, Buddie Messenger, George Nichols and Bert Roach.

IT is rumored that King Baggot and Reginald Denny, and other members of the company which went to Louisville to film "The Kentucky Derby," made a clean-up on Morvich.

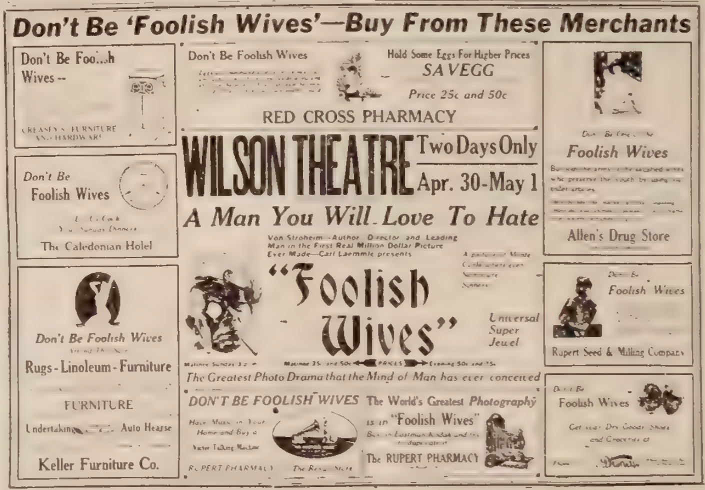
WILLIAM DESMOND has sufficiently recovered from the serious accident which held up certain parts of the chapter-play, "Perils of the Yukon," to continue his rôle, and is sweating all over the artificial snow lot of Universal City in his furs and goloshes.

REGGIE MORRIS, who at various times has starred at Universal City and at other Western studios, has been graduated to the director class. He will handle the megaphone for comedian Roy Atwell in a series of Universal comedies.

BABY PEGGY, the three-year-old star of Century Comedies, is beginning "Jack and the Beanstalk," that well-known classic of childhood. The little girl has just finished three pictures, one of which is a fairy story, "Little Red Riding Hood," and the other a story of immigrant life called "Peggy Immigrates." The cast of "Little Red Riding Hood" includes Louise Lorraine and Johnny K. Fox, as does also "Peggy Immigrates," with the addition of Jerry Mandy, whose character work is well known.

THE California desert at Oxnard will again double for the Sahara when Priscilla Dean encamps there to film the wild cavalry charge that will send the thrill-gauge of "Under Two Flags" to the top. French and Algerian cavalry are entraining now at Universal City.

Wilson Theatre's Full-Page Tie-Up on Super-Jewel


Don't Be 'Foolish Wives'—Buy From These Merchants

Don't Be Foolish Wives—
CREASEY'S FURNITURE AND HARDWARE

Don't Be Foolish Wives
Hold Some Eggs For Higher Prices
SAVEGG
Price 25c and 50c
RED CROSS PHARMACY

Don't Be Foolish Wives
The Caledonian Hotel

WILSON THEATRE
Two Days Only
Apr. 30-May 1
A Man You Will Love To Hate
Von Stroheim—Author, Director and Leading Man in the First Real Million Dollar Picture Ever Made—Carl Laemmle presents
"Foolish Wives"
Universal Super Jewel
The Greatest Photo Drama that the Mind of Man has ever conceived

Foolish Wives
Allen's Drug Store

Don't Be Foolish Wives
Rugs - Linoleum - Furniture
FURNITURE
Undertaking Auto Hearse
Keller Furniture Co.

DON'T BE FOOLISH WIVES
Have Music in Your Home and Buy a Victor Talking Machine
RUPERT PHARMACY

The World's Greatest Photography is in "Foolish Wives"
The RUPERT PHARMACY

Don't Be Foolish Wives
Rupert Seed & Milling Company

Don't Be Foolish Wives
Get your Dry Goods, Shoes and Groceries at

The Wilson Theatre Obtained the Co-operation of the Local Rupert Merchants and Put Over This Full-Page Tie-Up in Their Newspaper. Increased Box-Office Receipts Resulted

Carl Laemmle Announces Fall Jewels

Fall Schedule of Big Releases Nearly Closed and Most Will Be in Exhibitors' Hands Next Month

CARL LAEMMLE has just announced very nearly the full quota of next year's Universal-Jewels. These include nine definite releases, with at least three more to be decided upon later. This announcement is made earlier in the year than ever before, because Universal is in the strongest position that it ever found itself in regard to its Jewel pictures. All but two of the nine are in production and most of them are entirely completed. In fact, three of them will be in the exchanges before the end of June. This will give exhibitors plenty of opportunity to see the remarkable quality of Jewel's fall product and arrange booking dates accordingly.

THE three pictures which are being made in the factory at the present time are "The Storm," with an all-star cast headed by House Peters; "The Flame of Life," starring Priscilla Dean, and "Human Hearts," with House Peters at the head of a very strong all-star cast. In addition to having prints in the exchanges much earlier than usual, the value of the pictures from a showman's standpoint is far and away greater than ever before in the history of Jewels. The line-up includes "The Storm," the Broadway play which ran for so long at the 48th Street Theatre; "Human Hearts," the famous old melodrama by Hal Reid; Priscilla Dean in "Under Two Flags," by Ouida; "The Kentucky Derby," adapted from "The Suburban Handicap," by Charles T. Dazey, with Reginald Denny, Lillian Rich, Gertrude Astor and Kingsley Benedict; "The Flame of Life," by Frances Hodgson Burnett, with Priscilla Dean in the stellar role; "The Flirt," by Booth Tarkington, with Eileen Percy and Helen Jerome Eddy; Priscilla Dean in "Trimmed In Scarlet," the Broadway stage play by William Hurlbut, in which Maxine Elliott starred; "Oats for the Woman," a Cosmopolitan Magazine story by Fannie Hurst, and two Jewels by von Stroheim, one of which is already in production.

THE three Jewels which will be in the exchanges before this month is out are "The Storm," "Human Hearts" and "The Flame of Life." During June "The Kentucky Derby" and "Under Two Flags" will be added to this list, making five pictures in the exchanges far ahead of their actual release dates.

"The Storm," which had a remarkable run in New York City at the 48th Street Theatre, has been pronounced by those who have seen the play as having every element which made that such a great success and in addition the infinite potentialities which moving pictures alone can bring to a production such as remarkable mountain and snow scenes, and a storm which was absolutely impossible to reproduce on the stage. This production in New York was noted for three things—the perfectly balanced drama of the eternal triangle variety, the exquisite acting of Helen MacKellar, and a mechanical fire on the stage devised by Langdon McCormick. The play itself was the joint work of Mr. McCormick and George Broadhurst. Reginald Barker has shown rare judgment in the selection of his cast, all his locations and all the emphasis which he placed on the various parts of the stage drama. In House Peters, Virginia Valli and Matt Moore, Mr. Barker found exactly the balance and capabilities which he required, and with Josef Swickard in the cast as the girl's father, the cast is a remarkable one from the standpoint of ability. "The Storm" is expected to be a sensation for any kind of house.

In the development of the "Human Hearts" story, King Baggot had a peculiar advantage in that he had not only played in the original Hal Reid melodrama in stock, but hd also played in the two-reel version which the old Imp Company made when the picture game was new. Having scored four remarkable successes in his brief directorial career, everyone who has seen "Human Hearts" has assured Mr. Baggot that this production caps the climax of his previous efforts. Strong drama, deep pathos, and telling comedy relief make this feature one of compelling power. House Peters has the leading role of Tom Logan and is supported by this brilliant cast: Edith Hallor, the former Follies beauty; Mary Philbin, the Elks prize-winning beauty; George Hackathorne, Russell Simpson, Ramsey Wallace and Gertrude Claire.

EVERY Priscilla Dean picture is an interesting offering for exhibitors because her vehicles have been so uniformly successful. "Under Two Flags" promises to be the masterpiece of Tod Browning's career. This internationallly famous romance by the celebrated Ouida offers in Cigarette a character which has taxed the abilities of many famous actresses of the past generation. Were it not so far beyond the capabilities of most actresses, it probably would have been seen on the screen as frequently as "Romeo and Juliet" or "Carmen." With two Dean successes like "The Virgin of Stamboul" and "Outside the Law," Browning realized he had to make a supreme effort, and both he and Miss Dean are willing to rest their laurels on "Under Two Flags." The production will be very costly on account of the tremendous number of sets, all of which have to be built, and the expensive cast, which includes James Kirkwood, Stuart Holmes, Ethel Grey Terry and John Davidson. Production is just about finishing at Universal City on this Jewel.

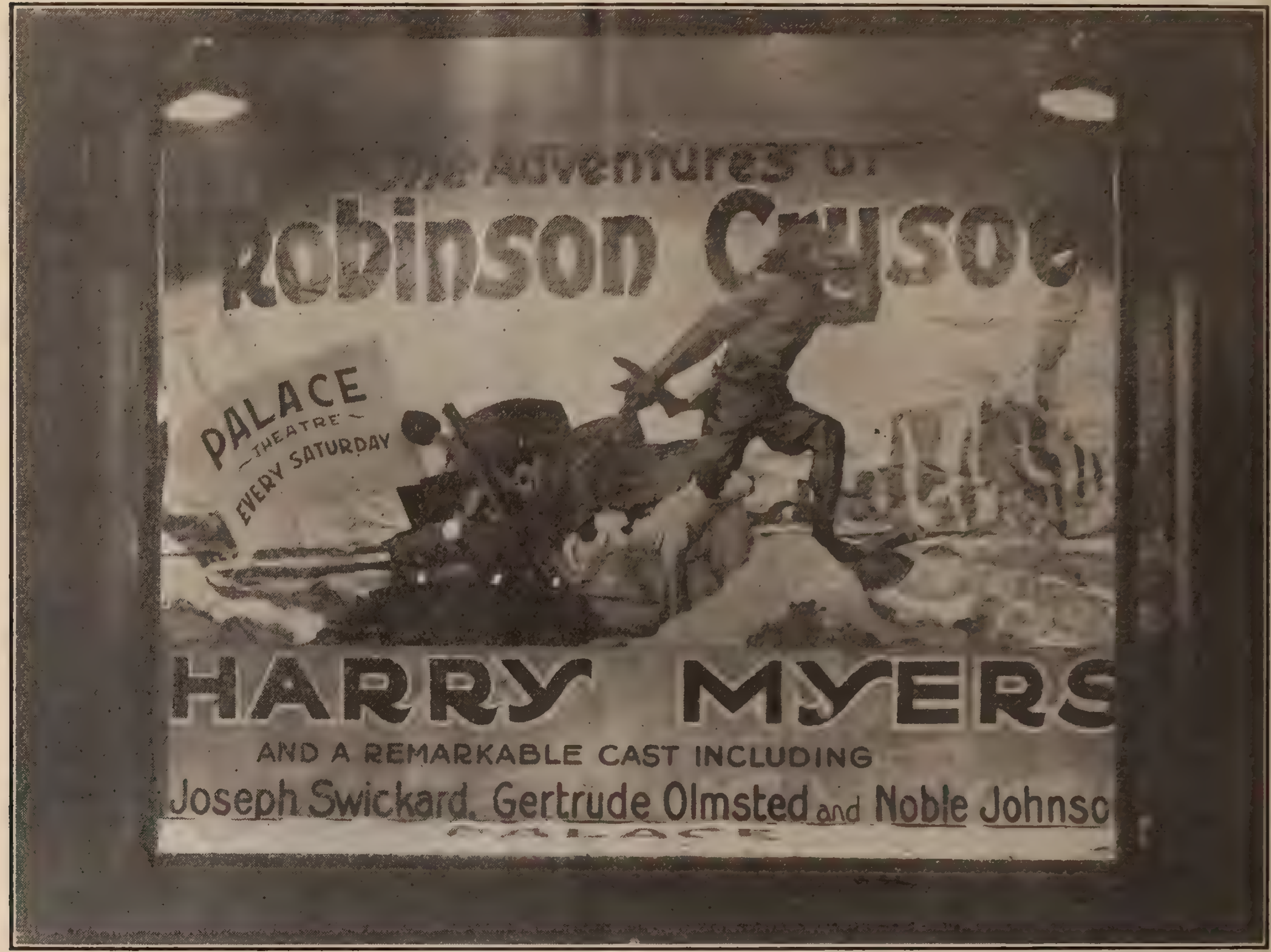
UNIVERSAL has owned the famous Charles T. Dazey melodrama, "The Suburban Handicap," for some time. Mr. Dazey has made several attempts to buy it back from the Universal, as he has had numerous offers from companies which supposed that he still owned the screen rights. However, this year Universal saw unique opportunity to make a big Jewel picture by utilizing the famous Kentucky Derby race at Louisville. A Universal company, under the direction of King Baggot, has been in Kentucky for the last three weeks filming scenes in and around the track at Louisville at Churchill Downs and the training quarters at Lexington. Baggot reports that the shots taken in Kentucky were favored by wonderful weather and the most enthusiastic and picturable crowd that could be imagined. Forty thousand extras could not have played their parts any better. In the cast for this Jewel picture are Reginald Denny, Lillian Rich, Emmett King, Gertrude Astor, Kingsley Benedict, Lionel Belmore and Walter McGrail.

"The Flame of Life" is the title which was chosen for Frances Hodgson Burnett's famous romance of the Lancastershire coal mines, "That Lass o' Lorries." Two generations have read the story and

(*Continued on Page* 33)

APRIL AND MAY
Exhibitors-Universal Employees Months

Four Enterprising Showmen


The Adventures of
Robinson Crusoe
PALACE
THEATRE
EVERY SATURDAY
HARRY MYERS
AND A REMARKABLE CAST INCLUDING
Joseph Swickard, Gertrude Olmsted and Noble Johnso

Phil Gersdorf, Manager of the Palace Theatre, Macon, Ga., Arranged for This Window Display in One of the Most Important Stores in His City. Mr. Gersdorf Is One of This Week's Fifty-Dollar Prize Winners

STARTING the second month of Universal's $7,000 Cash Prize Contest for Exploitation Ideas on "The Adventures of Robinson Crusoe," the judges were confronted by a greater number of contestants than ever before. Judging by the increasing number of exploitation campaigns submitted by exhibitors throughout the United States and Canada, the value of worth-while showmanship in bolstering box-office receipts is rapidly being recognized by countless theatre managers who hitherto had not realized the vast possibilities of serial exploitation. Of the scores of enterprising showmen who submitted descriptions of their campaigns for putting over the opening chapters of "The Adventures of Robinson Crusoe," the following are awarded this week's four prizes of fifty dollars each: Robert Harmon, Knickerbocker Theatre, Columbus, O.; Harvey Williams, Allen Beach Theatre, Toronto, Can.; Andy F. Battiston, Lyric Theatre, Yukon, Pa., and Phil Gersdorf, Palace Theatre, Macon, Ga. Honorable mention should be given to many exhibitors whose campaigns, although excellent in many respects, were not so thorough as those of the week's prize winners. The outstanding exhibitors receiving honorable mention this week are: George J. Schade, Schade Theatre, Sandusky, O.; H. D. McBride, Laughlin Theatre, Long Beach, Cal.; O. H. Brown, Palace Theatre, Wau-

THESE FOUR EXHIBITORS RECEIVE $50.00 APIECE

Robert Harmon,
Knickerbocker Theatre,
Columbus, Ohio

Harvey Williams,
Beach Theatre,
Toronto, Canada

Andy F. Battiston,
Lyric Theatre,
Yukon, Pennsylvania

Phil Gersdorf,
Palace Theatre,
Macon, Georgia

Receive Fifty Dollars Apiece

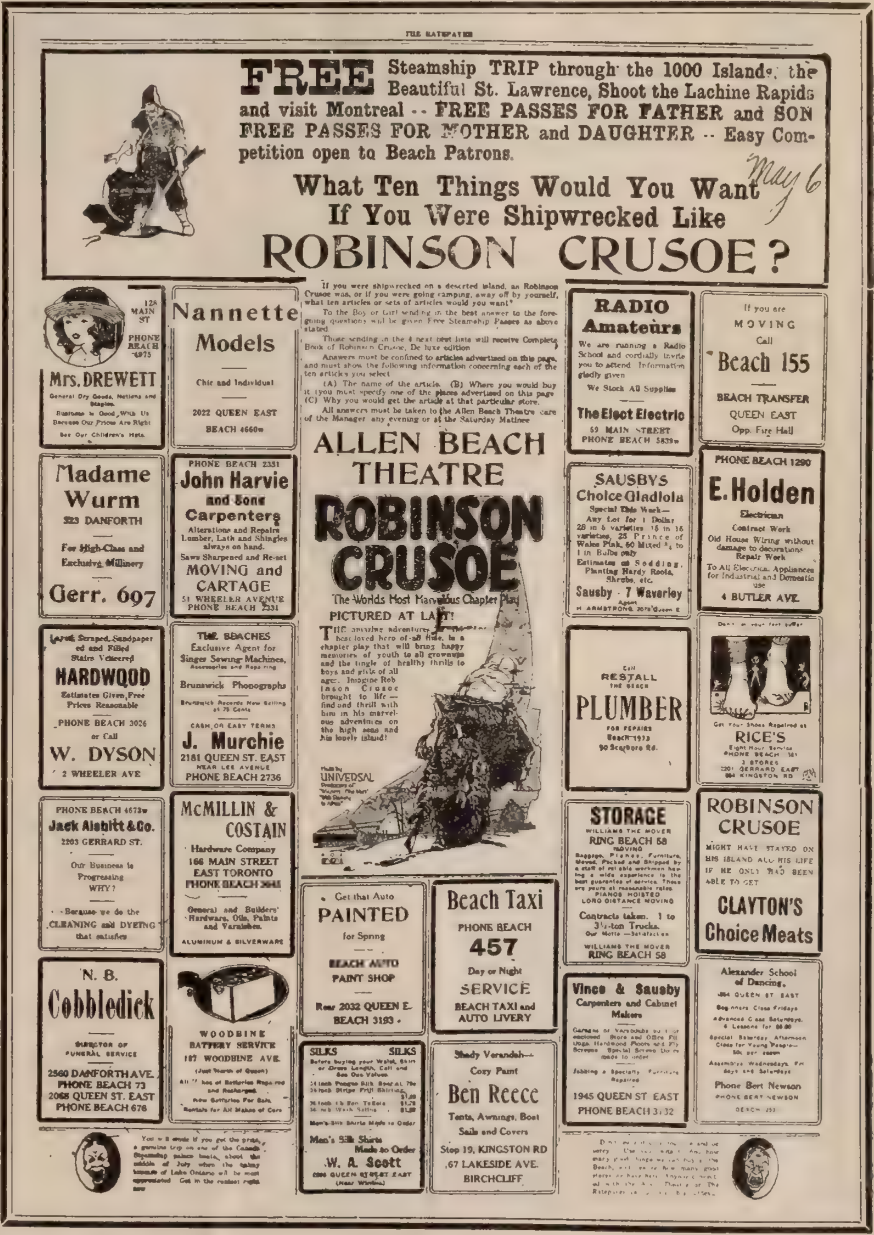
paca, Wis.; H. K. Meade, Strand Theatre, Bradford, Pa., and E. F. Descutner, Avalon, Pa.

ROBERT HARMON, manager of the Knickerbocker Theatre, Columbus, O., one of this week's fifty-dollar prize winners, used the bicycle stunt with splendid success. During the run of "Robinson Crusoe," Mr. Harmon ran a popularity cotest for the boys and girls, the winners in each division to receive a fifty-dollar Dayton bicycle as first prize, $10 in gold for the second, and a $15 gold piece for third. Thus, the most popular girl and boy each received a bicycle, the second most popular pair divided twenty dollars between themselves, and the third prize winners were awarded five dollars each.

Coupon book covers were printed and, by means of a hand stapling device, the theatre's own ten-cent tickets were bound in, ten to a book. Each book sold for one dollar and carried ten votes on the bicycle contest. These books were displayed at the box-office, explanatory slides thrown on the screen, and want ads inserted in local papers for three days urging boys and girls to get busy selling the books. Each boy or girl selling a book was not only entered in the contest automatically but received a free admission to the first episode. One boy, alone, sold more books before the first day's showing than the entire cost of both bicycles!

THE advantages of the stunt are many. Fifty or sixty children sell tickets for the theatre at par. Patrons who buy them, even if they happen to be regulars, will spend tickets already in their possession much faster than they will money. Furthermore, it brings in many persons who never came to the theatre before. The theatre's admissions are always ten to twenty cents; the tickets are good for a ten-cent seat at any time, or two of them are good for a twenty-cent seat when exchanged at the box office. The cashier then sells all coupon tickets taken in on exchange, over again, at ten cents and the war tax is automatically taken care of on the twenty-cent ticket by the exchange.

Mr. Harmon's letter, written four days after the first listing was made, mentions that several hundred dollars' worth of books had already been sold, so phenomenal receipts should be on hand August 15, when the final awards are made. The Knickerbocker Theatre has two Amateur Nights weekly and patrons are buying the books and placing the votes to the credit of their favorites, a great many of whom are youngsters. The bicycles with cards in the centre of the frames are on display constantly in the lobby, and on Amateur Nights, on the stage. A special free show given to the Boy Scouts helped the opening and aroused further interest in the contest. Each ad placed by the theatre ran a line or two calling attention to "The Adventures of Robinson Crusoe." Two half-sheet posters, shown on page 32, were displayed in lobby and foyer. A tabulated list of contestants was inserted and kept up-to-date by daily corrections. (*Continued on Page* 30)



THE RATEPAYER

FREE Steamship TRIP through the 1000 Islands, the Beautiful St. Lawrence, Shoot the Lachine Rapids and visit Montreal -- FREE PASSES FOR FATHER and SON FREE PASSES FOR MOTHER and DAUGHTER -- Easy Competition open to Beach Patrons.

What Ten Things Would You Want If You Were Shipwrecked Like ROBINSON CRUSOE?

May 6

If you were shipwrecked on a deserted island, as Robinson Crusoe was, or if you were going camping, away off by yourself, what ten articles or sets of articles would you want?

To the Boy or Girl sending in the best answer to the foregoing questions will be given Free Steamship Passes as above stated.

Those sending in the 4 next best lists will receive Complete Book of Robinson Crusoe, De luxe edition.

Answers must be confined to articles advertised on this page, and must show the following information concerning each of the ten articles you select:

(A) The name of the article. (B) Where you would buy it (you must specify one of the places advertised on this page. (C) Why you would get the article at that particular store.

All answers must be taken to the Allen Beach Theatre care of the Manager any evening or at the Saturday Matinee.

ALLEN BEACH THEATRE

ROBINSON CRUSOE

The Worlds Most Marvelous Chapter Play

PICTURED AT LAST!

THE amazing adventures of the best loved hero of all time, in a chapter play that will bring happy memories of youth to all grownups and the tingle of healthy thrills to boys and girls of all ages. Imagine Robinson Crusoe brought to life—find and thrill with him in his marvelous adventures on the high seas and his lonely island!

Made by UNIVERSAL

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PHONE BEACH 4975
Mrs. DREWETT
General Dry Goods, Notions and Staples.
Business is Good With Us Because Our Prices Are Right
See Our Children's Hats

Nannette Models
Chic and Individual
2022 QUEEN EAST
BEACH 4660w

Madame Wurm
323 DANFORTH
For High-Class and Exclusive Millinery
Gerr. 697

PHONE BEACH 2331
John Harvie and Sons
Carpenters
Alterations and Repairs
Lumber, Lath and Shingles always on hand.
Saws Sharpened and Re-set
MOVING and CARTAGE
51 WHEELER AVENUE
PHONE BEACH 2331

Lawn Scraped, Sandpapered and Filled
Stairs Veneered
HARDWOOD
Estimates Given, Free
Prices Reasonable
PHONE BEACH 3026
or Call
W. DYSON
2 WHEELER AVE

THE BEACHES
Exclusive Agent for Singer Sewing Machines,
Accessories and Repairing
Brunswick Phonographs
Brunswick Records Now Selling at 75 Cents.
CASH OR EASY TERMS
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NEAR LEE AVENUE
PHONE BEACH 2736

PHONE BEACH 4673w
Jack Aisbitt & Co.
2203 GERRARD ST.
Our Business is Progressing
WHY?
—Because we do the CLEANING and DYEING that satisfies

McMILLIN & COSTAIN
Hardware Company
166 MAIN STREET
EAST TORONTO
PHONE BEACH [illegible]
General and Builders' Hardware, Oils, Paints and Varnishes.
ALUMINUM & SILVERWARE

N. B. Cobbledick
DIRECTOR OF FUNERAL SERVICE
2560 DANFORTH AVE.
PHONE BEACH 73
2068 QUEEN ST. EAST
PHONE BEACH 676

WOODBINE BATTERY SERVICE
187 WOODBINE AVE.
(Just North of Queen)
All Makes of Batteries Repaired and Recharged.
New Batteries For Sale.
Rentals for All Makes of Cars

You will smile if you get the prize, a genuine trip on one of the Canada Steamship palace boats, about the middle of July when the balmy breezes of Lake Ontario will be most appreciated. Get in the contest right now.

Get that Auto PAINTED for Spring
BEACH AUTO PAINT SHOP
Rear 2032 QUEEN E.
BEACH 3193

Beach Taxi
PHONE BEACH 457
Day or Night SERVICE
BEACH TAXI and AUTO LIVERY

SILKS SILKS
Before buying your Waist, Shirt or Dress Length, Call and See Our Values.
Men's Silk Shirts Made to Order
W. A. Scott

Shady Verandah—Cozy Paint
Ben Reece
Tents, Awnings, Boat Sails and Covers
Stop 19, KINGSTON RD
67 LAKESIDE AVE.
BIRCHCLIFF

RADIO Amateurs
We are running a Radio School and cordially invite you to attend. Information gladly given
We Stock All Supplies
The Elect Electric
59 MAIN STREET
PHONE BEACH 5839w

If you are MOVING Call Beach 155
BEACH TRANSFER
QUEEN EAST
Opp. Fire Hall

SAUSBYS Choice Gladiola
Special This Week—
Any Lot for 1 Dollar
25 in 5 varieties, 15 in 15 varieties, 25 Prince of Wales Pink, 60 Mixed ¾ to 1 in. Bulbs only
Estimates on Sodding, Planting Hardy Roots, Shrubs, etc.
Sausby - 7 Waverley
Agent H. ARMSTRONG 2078 Queen E

PHONE BEACH 1290
E. Holden
Electrician
Contract Work
Old House Wiring without damage to decorations
Repair Work
To All Electrical Appliances for Industrial and Domestic use
4 BUTLER AVE.

Call RESTALL THE BEACH PLUMBER
FOR REPAIRS
Beach 1973
90 Scarboro Rd.

Get Your Shoes Repaired at RICE'S
Eight Hour Service
3 STORES

STORAGE
WILLIAMS THE MOVER
RING BEACH 58
MOVING
Baggage, Pianos, Furniture, Moved, Packed and Shipped by a staff of reliable workmen having a wide experience is the best guarantee of service. These are yours at reasonable rates.
PIANOS HOISTED
LONG DISTANCE MOVING
Contracts taken. 1 to 3½-ton Trucks.
Our Motto—Satisfaction
WILLIAMS THE MOVER
RING BEACH 58

ROBINSON CRUSOE
MIGHT HAVE STAYED ON HIS ISLAND ALL HIS LIFE IF HE ONLY HAD BEEN ABLE TO GET
CLAYTON'S Choice Meats

Vince & Sausby
Carpenters and Cabinet Makers
Garages or Verandahs built or enclosed. Store and Office Fittings. Hardwood Floors and Fly Screens. Special Screen Doors made to order
Jobbing a Specialty. Furniture Repaired
1945 QUEEN ST EAST
PHONE BEACH 3132

Alexander School of Dancing.
QUEEN ST. EAST
Beginners Class Fridays
Advanced Class Saturdays.
Special Saturday Afternoon Class for Young People—
Assemblies Wednesdays, Fridays and Saturdays
Phone Bert Newson
PHONE BERT NEWSON

Harvey Williams, Manager of the Allen Beach Theatre, Toronto, Canada, Tied-Up Local Merchants on Full-Page Co-operative Newspaper Ads for Ten Weeks

"It Makes

WHEN you get your Campaign Service Book on "The Trap," study it carefully, because it is packed with forceful advertising, exploitation and publicity—all practical, sure-fire for results, and inexpensive! It's full of stuff you can use—that's all there is in it! It was designed for service, not art!

A Universal-Jewel with a
BIG SPECIAL CAST

Including

Irene Rich	Spottiswoode Aitken
Alan Hale	Frank Campeau
Dagmar Godowsky	Stanley Goethals

A scenic and dramatic wonder!

the Heart Pump Wildly!"

Says the N. Y. Evening Sun

NEVER was a picture more enthusiastically received and praised than this superb Universal-Jewel starring Lon Chaney, Man of a Thousand Faces, and the one actor in the business who could portray the unusual and enthralling role demanded of him in this picture! New York newspaper critics and the Trade press as one praised the picture to the skies! And, now—after a most successful run at Shubert's Central Theatre, New York, it is back by demand of thousands who failed to see it! Some record—and some picture! Book it for a clean-up!

"Exceptionally interesting story of emotional conflict!"

—*NEW YORK AMERICAN.*

"'The Trap' is a thing of beauty"

—*NEW YORK MORNING WORLD.*

"So powerful that the attention of the spectator is absorbed to the point of making him think he is witnessing a real occurrence!"

—*HARRISON'S REPORTS.*

"In it exhibitors have a good bet ---as good a story as has come along for some time!"

—*EXHIBITORS HERALD.*

"Holds the interest of the spectator with uncommon strength!"

—*MOVING PICTURE WORLD.*

"The average motion picture fan should regret missing it!"

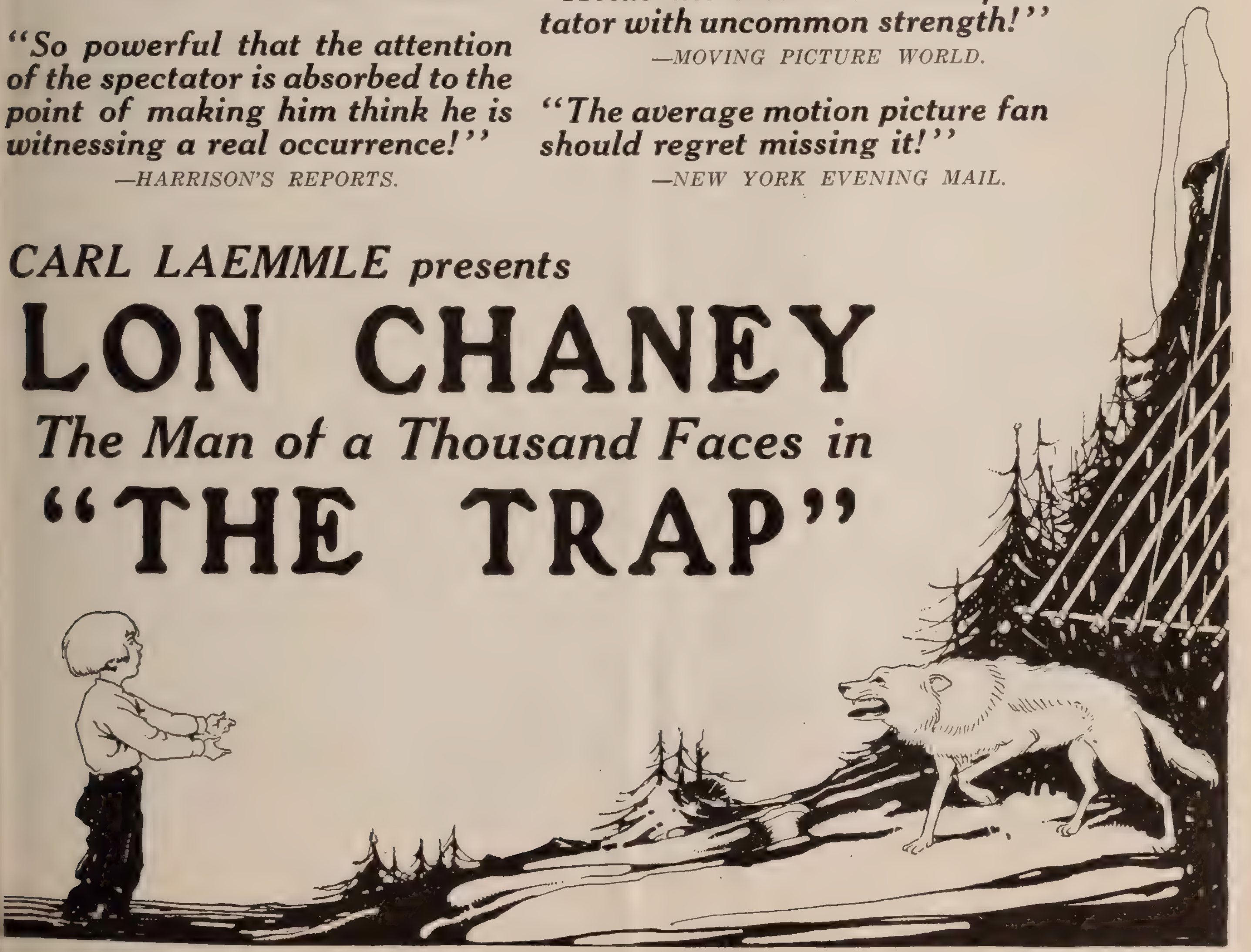
—*NEW YORK EVENING MAIL.*

CARL LAEMMLE presents

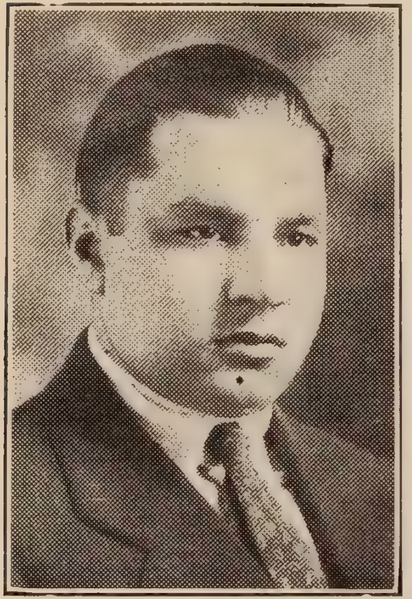
LON CHANEY

The Man of a Thousand Faces in

"THE TRAP"



More About the Showmen Wh

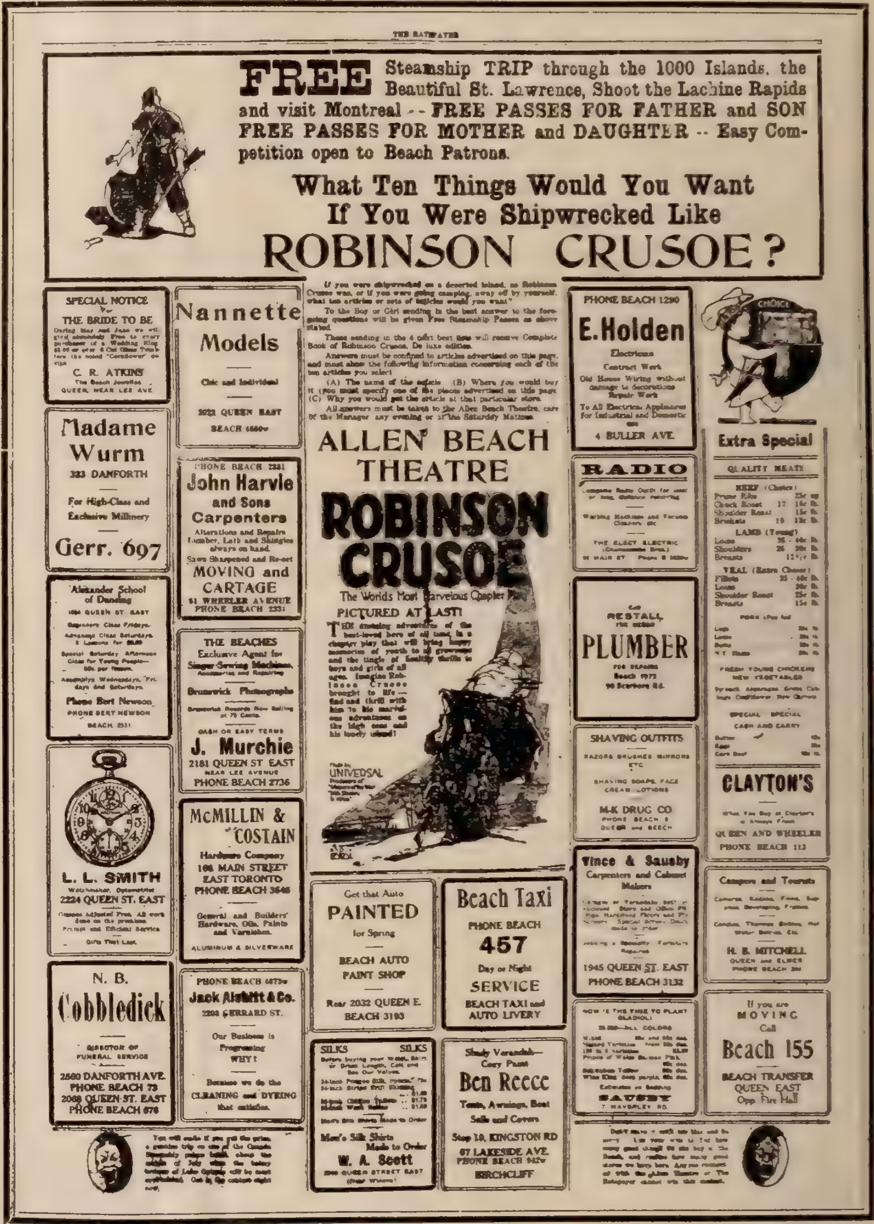


Andy F. Baitiston, Mgr. of Lyric Theatre, Yukon, Pa., a $50 Prize Winner

(*Continued from Page* 27). Harvey Williams, manager of the Allen Beach Theatre, Toronto, Can., another of this week's fifty-dollar prize-winners, incorporated one of the ideas from the "Robinson Crusoe" Campaign Book in his campaign—but went the Universal Exploitation Department one better and tied up most of the local merchants on a co-operative ad for ten weeks! Prizes, for which the merchants paid their share, were free trips to Montreal, including a boat ride through the Thousand Islands, down the St. Lawrence River and Lachine Rapids; four copies of a de luxe edition of "Robinson Crusoe" in book form, and passes to the theatre. The merchants paid for the space taken by their ads and contracted to run insertions for ten weeks.

So successful was the tie-up that virtually every merchant in Allen Beach, suburb of Toronto, is fighting to get space in the Robinson Crusoe page of "The Ratepayer," a local newspaper running the ad. Slides advertising merchants with whom Mr. Williams tied-up are flashed on the screen of his theatre gratis. The theatre put out 2,000 regular heralds. As an indication of the effectiveness of his campaign, Mr. Williams received, from children alone, 1,300 admissions for his 1,500-seat house. The number of adults admitted brought his box-office record way up. Another phase of his campaign was the running of a "one-cent-sale" for children—one child could be admitted for the regular price of eleven cents; two children were allowed to come together for twelve cents. All of Mr. Williams' ads played up the Universal chapter-play more prominently than the feature five- or six-reeler on his program.

ANDY F. BATTISTON, manager of the Lyric Theatre, Yukon, Pa., won a fifty-dollar prize with a campaign notable principally for its adaptability to any locality suf-



THE RATEPAYER

FREE Steamship TRIP through the 1000 Islands, the Beautiful St. Lawrence, Shoot the Lachine Rapids and visit Montreal -- FREE PASSES FOR FATHER and SON FREE PASSES FOR MOTHER and DAUGHTER -- Easy Competition open to Beach Patrons.

What Ten Things Would You Want If You Were Shipwrecked Like ROBINSON CRUSOE?

If you were shipwrecked on a deserted island, as Robinson Crusoe was, or if you were going camping, away off by yourself, what ten articles or sets of articles would you want?

To the Boy or Girl sending in the best answer to the foregoing questions will be given Free Steamship Passes as above stated.

Those sending in the 4 next best lists will receive Complete Book of Robinson Crusoe, De luxe edition.

Answers must be confined to articles advertised on this page, and must show the following information concerning each of the ten articles you select

(A) The name of the article (B) Where you would buy it (you must specify one of the places advertised on this page (C) Why you would get the article at that particular store.

All answers must be taken to the Allen Beach Theatre, care of the Manager any evening or at the Saturday Matinee.

ALLEN BEACH THEATRE

ROBINSON CRUSOE

The Worlds Most Marvelous Chapter Play

PICTURED AT LAST!

THE amazing adventures of the best-loved hero of all time in a chapter play that will bring happy memories of youth to all grown-ups and the tingle of healthy thrills to boys and girls of all ages. Imagine Robinson Crusoe brought to life—find and thrill with him in his marvelous adventures on the high seas and his lonely island!

UNIVERSAL

SPECIAL NOTICE
for
THE BRIDE TO BE
C. R. ATKINS
The Beach Jeweller
QUEEN, NEAR LEE AVE.

Nannette
Models
Chic and Individual
2022 QUEEN EAST
BEACH 4660w

Madame
Wurm
323 DANFORTH
For High-Class and Exclusive Millinery
Gerr. 697

PHONE BEACH 2331
John Harvie
and Sons
Carpenters
Alterations and Repairs
Lumber, Lath and Shingles always on hand.
Saws Sharpened and Re-set
MOVING and
CARTAGE
61 WHEELER AVENUE
PHONE BEACH 2331

Alexander School
of Dancing
QUEEN ST. EAST
Phone Bert Newson
PHONE BERT NEWSON
BEACH 2331

THE BEACHES
Exclusive Agent for
Singer Sewing Machines,
Accessories and Repairing
Brunswick Phonographs
Brunswick Records Now Selling at 75 Cents.
CASH OR EASY TERMS
J. Murchie
2181 QUEEN ST. EAST
NEAR LEE AVENUE
PHONE BEACH 2736

L. L. SMITH
Watchmaker, Optometrist
2224 QUEEN ST. EAST
Gifts That Last.

McMILLIN &
COSTAIN
Hardware Company
166 MAIN STREET
EAST TORONTO
PHONE BEACH 3646
General and Builders' Hardware, Oils, Paints and Varnishes.
ALUMINUM & SILVERWARE

N. B.
Cobbledick
DIRECTOR OF FUNERAL SERVICE
2560 DANFORTH AVE.
PHONE BEACH 73
2068 QUEEN ST. EAST
PHONE BEACH 678

PHONE BEACH 4673w
Jack Aisbitt & Co.
2203 GERRARD ST.
Our Business is Progressing
WHY?
Because we do the CLEANING and DYEING that satisfies.

Get that Auto
PAINTED
for Spring
BEACH AUTO
PAINT SHOP
Rear 2032 QUEEN E.
BEACH 3193

Beach Taxi
PHONE BEACH
457
Day or Night
SERVICE
BEACH TAXI and
AUTO LIVERY

SILKS SILKS
Men's Silk Shirts
Made to Order
W. A. Scott

Shady Verandah—
Cosy Place
Ben Reece
Tents, Awnings, Boat Sails and Covers
Stop 10, KINGSTON RD
67 LAKESIDE AVE.
PHONE BEACH 942w
BIRCHCLIFF

PHONE BEACH 1290
E. Holden
Electrician
Contract Work
Old House Wiring without damage to decorations
Repair Work
To All Electrical Appliances for Industrial and Domestic use
4 BULLER AVE.

RADIO

PLUMBER

SHAVING OUTFITS
RAZORS BRUSHES MIRRORS ETC.
SHAVING SOAPS, FACE CREAMS, LOTIONS
M-K DRUG CO.
QUEEN and BEECH

Vince & Sausby
Carpenters and Cabinet Makers
1945 QUEEN ST. EAST
PHONE BEACH 3132

Extra Special
QUALITY MEATS

CLAYTON'S
QUEEN AND WHEELER
PHONE BEACH 113

Campers and Tourists
H. B. MITCHELL

If you are
MOVING
Call
Beach 155
BEACH TRANSFER
QUEEN EAST
Opp. Fire Hall

Another of Harvey Williams' Full-Page Ad Tie-Ups Which Ran for Ten Weeks in the Allen Beach "Ratepayer." Merchants Almost Fought to Get In on This Stunt

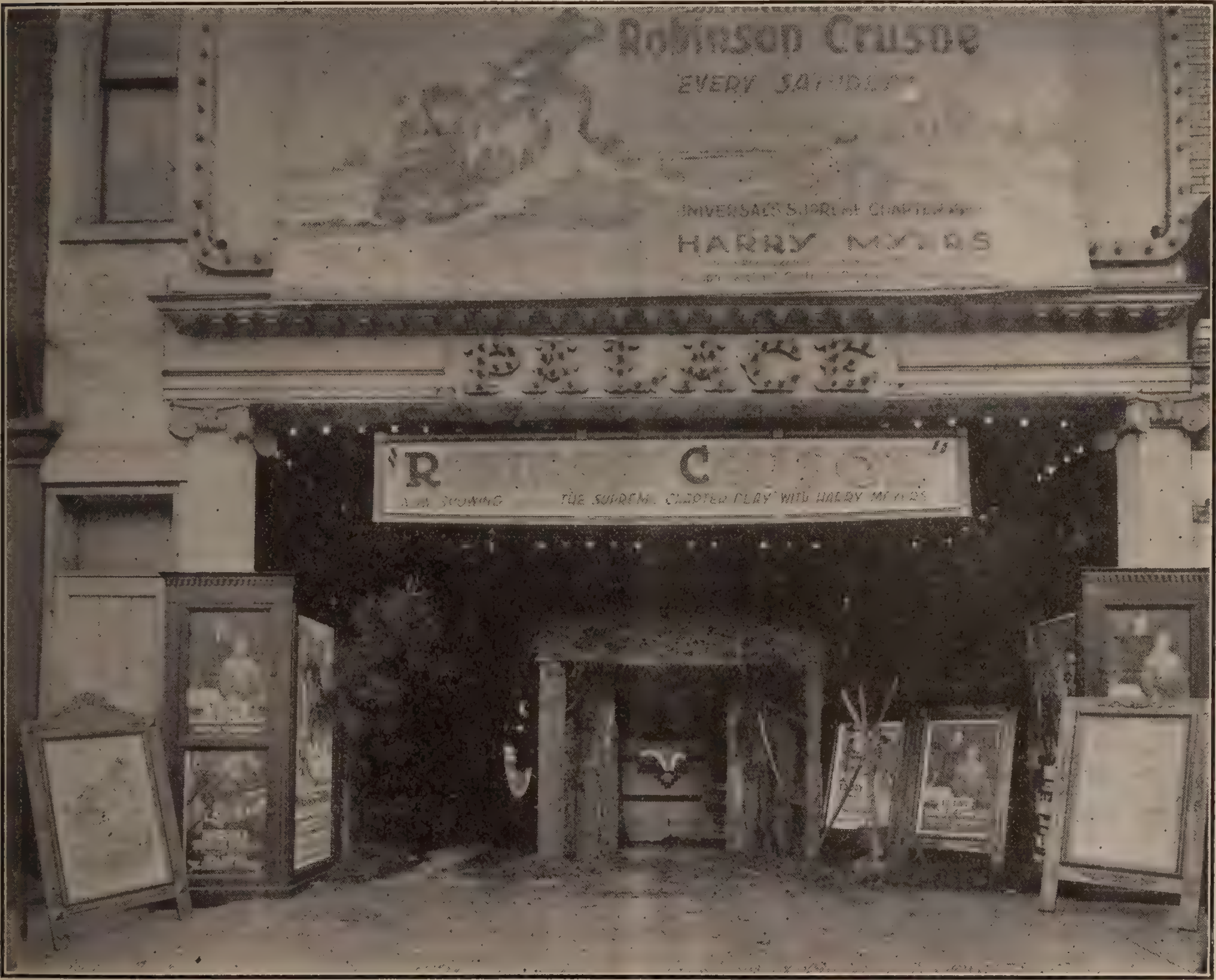
Received Fifty Dollars Apiece

fering from depression. Mr. Battiston tried unsuccessfully to obtain the co-operation of school principals, but was not discouraged bv their refusal; he kept plugging along, evolved an idea of considerable merit and followed it through to its conclusion and not only won a cash prize but also the respect and good will of his community. Excerpts from his letter show some of the difficulties against which Mr. Battiston had to contend:

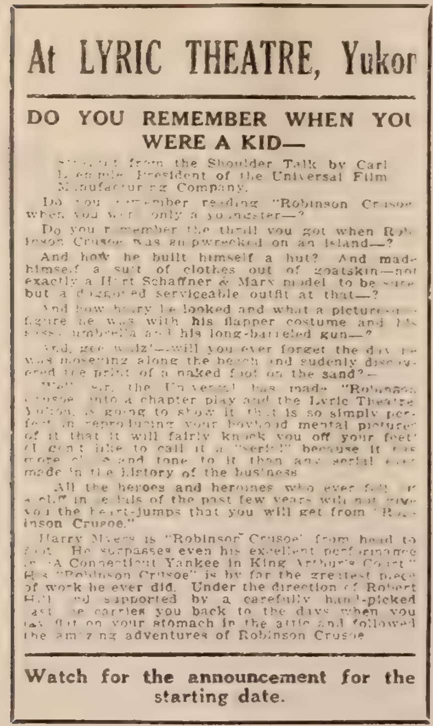
"I am located in the center of the coal strike district, and with the beginning of hot weather, business was worse than it had ever been in the history of my theatre. This is how I put 'The Adventures of Robinson Crusoe' over in a big way at small cost: Four weeks before starting date, I saw the principals and directors of the local schools, many of whom were opposed to letting children see moving pictures, principally on account of the shoot-'em-up serials.

"I EXPLAINED that the Universal Film Manufacturing Company was producing educational chapter-plays, such as 'The Adventures of Robinson Crusoe,' and told them if they would co-operate with me I would be helping them by showing it. After much argument, I sold them the idea and they consented to play along with me. I made arrangements with all the teachers, giving them free tickets, and leaving four or five in each room as prizes for the best essay and compositions on Robinson Crusoe every day for two weeks. Each day the teachers would read a chapter of Robinson Crusoe to them and ask for a short thesis to be brought in the following morning.

"A fortnight before opening I placed fifteen one-sheets with the



Phil Gersdorf's Front and Lobby for the Palace Theatre, Macon, Ga., Which Not Only Increased His Box-Office Receipts But Helped Him Win a Fifty-Dollar Prize This Week



At LYRIC THEATRE, Yuko

DO YOU REMEMBER WHEN YOU WERE A KID—

[illegible] from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company.

Do you remember reading "Robinson Crusoe" when you were only a youngster—?

Do you remember the thrill you got when Robinson Crusoe was shipwrecked on an island—?

And how he built himself a hut? And made himself a suit of clothes out of goatskin—not exactly a Hart Schaffner & Marx model to be sure but a doggoned serviceable outfit at that—?

And how hairy he looked and what a picturesque figure he was with his flapper costume and his sissy umbrella and his long-barreled gun—?

And, gee whiz!—will you ever forget the day he was moseying along the beach and suddenly discovered the print of a naked foot on the sand?—

Well, sir, the Universal has made "Robinson Crusoe" into a chapter play and the Lyric Theatre, Yukon, is going to show it that is so simply perfect in reproducing your boyhood mental pictures of it that it will fairly knock you off your feet! (I don't like to call it a "serial," because it has more class and tone to it than any serial ever made in the history of the business.

All the heroes and heroines who ever fell off a cliff in the films of the past few years will not give you the heart-jumps that you will get from "Robinson Crusoe."

Harry Myers is "Robinson Crusoe" from head to foot. He surpasses even his excellent performance in "A Connecticut Yankee in King Arthur's Court." His "Robinson Crusoe" is by far the greatest piece of work he ever did. Under the direction of Robert Hill and supported by a carefully hand-picked cast he carries you back to the days when you lay flat on your stomach in the attic and followed the amazing adventures of Robinson Crusoe.

Watch for the announcement for the starting date.

Manager Battiston's Herald for Which a Local Clothing Shop Paid

word 'coming' around town. Ten days prior to starting I put out one thousand cards (see above). As the writing was so minute and the card so small I thought the cards would not be read, I aroused their interest by a simple method. After the printer had made up my thousand cards, I had him print four with one word missing on each. I announced from the stage and on the screen that the persons holding the cards with the word missing would be given passes for the entire serial. In that way the cards were carefully read, and many who had not received them applied at the box-office for them. An ad of a local clothing shop on the reverse side of the card paid for the cost of printing.

"Three or four days before my opening date I started to get complaints from people asking me as a favor not to show the picture until the strike was settled; they and their children wanted to follow the picture but could not afford to do so as they had not worked for more than a month. I knew what these poor people were up against—other nights had been so bad I could hardly open at all, so I hit on an idea which worked splendidly. I made a big sign which I placed in front of the theatre, ran a slide, and announced from the stage: 'The manager of this theatre has arranged to stand with his patrons through this strike by paying half of their admission to "The Adventures of Robinson Crusoe" until the labor situation is settled.'

"I PASSED a ticket each Monday for the following Monday, worded: 'This ticket and 10 cents admits you to see the next chapter of "The Adventures of Robinson Crusoe,"' and for the children I arranged with the school principals to pass them a ticket reading: 'This ticket and 5 cents will admit you to see the next chapter of "The Adventures of Robinson Crusoe."' The people thought this was a great favor and were with me, heart and soul. Even the Community Band came and played in my lobby afternoon and evening, gratis, and without being asked, as a return favor.

"We had 493 children out of 510 spectators at the school children's matinee. Our usual juvenile attendance at night is from ten to forty. In the evening show we broke our house record. Our advertising included one 6-sheets, two 3-sheets, four 1-sheets, a set of lobby photos and five hundred heralds. A week in advance of our opening we used an automobile with a banner on each side and cut-outs of Robinson Crusoe on front and rear. The entire cost of putting over this excellent chapter-play was $5.30."

The Community Band's Free Concert at Lyric, Yukon, Pa.

OF THE contestants who were awarded honorable mention, the following campaigns may prove instructive to other exhibitors as campaigns which, though excellent in themselves, were not considered sufficiently good to win a money prize. Universal believes the exhibitors who were not successful in winning fifty-dollar cash prizes this week will take the decision of the judges good naturedly and will understand that, when there are but four prizes to be divided among scores of contestants, some must go without an award. To the more fortunate contestants, named above, Universal extends its hearty congratulations and best wishes for continued success in the presentation of "The Adventures of Robinson Crusoe."

TO those exhibitors who were not so successful in winning prizes, Universal offers regrets, but feels sure that their success in putting over this magnificent chapter-play, due in large part, to their effective campaigns, will reconcile them to the loss of one of the fifty-dollar prizes. To those who have not yet entered Universal's $7,000 Cash Prize Competition for Exploitation Ideas on "The Adventures of Robinson Crusoe," a word of advice is offered: SEND PHOTOGRAPHS of your stunt and of yourself when you forward a description of your campaigns to the Serial Contest Manager, Universal Film Manufacturing Company, 1600 Broadway, New York City.

ENTER THE "ROBINSON CRUSOE" CONTEST NOW

First Prize (Boy and Girl), Two $50 "DAYTON" Bicycles

Second Prize (Boy and Girl), Two $10 GOLD PIECES

Third Prize (Boy and Girl), Two $5 GOLD PIECES

Entries May Be Made Until July 15th—Contest Closes Aug. 15th

HERE'S HOW THEY STAND

(Here a tabulated list of contestants is inserted and changed daily)

BUY A COUPON BOOK NOW!

Ten 10c Tickets for $1. Tickets good at any performance and on any day until used. Two 10c tickets exchangeable at the box-office for one 20c ticket.

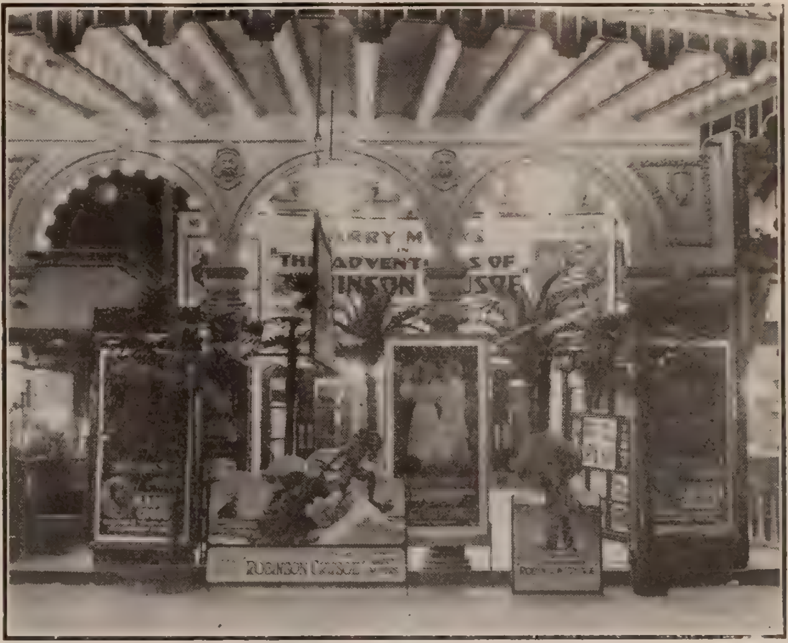
10 Votes with One Coupon Book

70 Votes with Five Coupon Books (If purchased together)

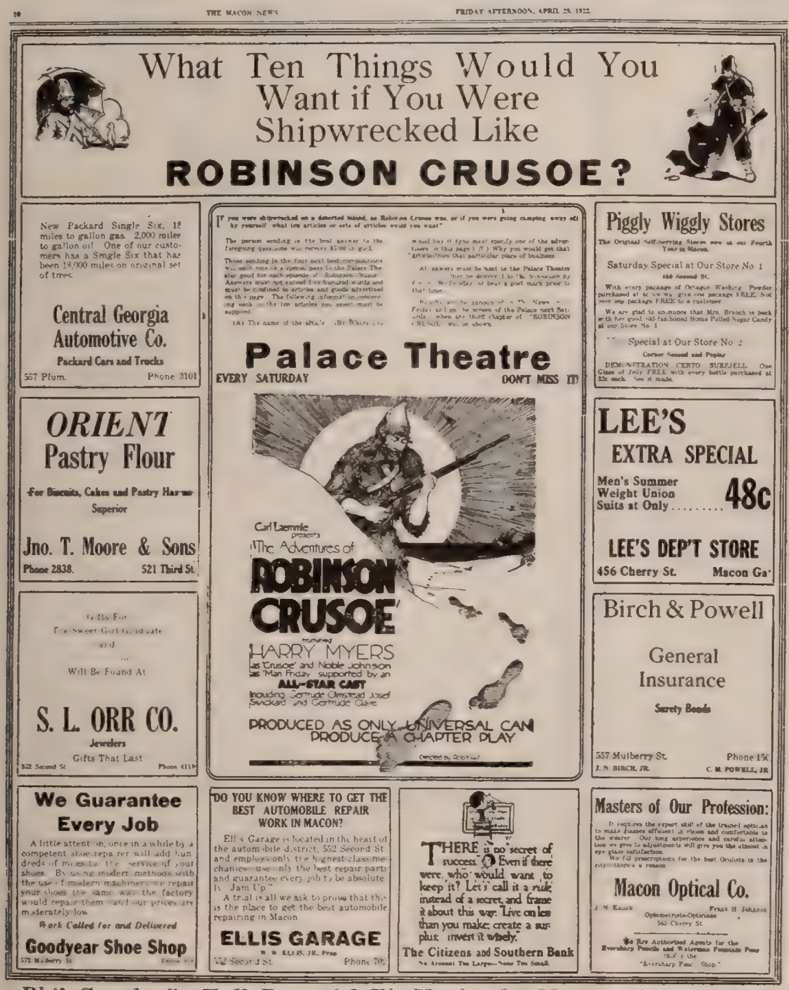
200 Votes with Ten Coupon Books (If purchased together)

Copy Used on ½-Sheet Posters in Knickerbocker Lobby and Foyer, Columbus, Ohio

H. D. McBRIDE, manager of the Laughlin Theatre, Long Beach, Cal., awarded honorable mention this week, used the following stunt: A free admission ticket printed on 6,000 heralds and run in the daily newspapers for four consecutive days, insured a good crowd of children for the opening day. This overflow crowd was told by personal announcement, through the newspapers and by heralds of a chance for some grammar school student to win either a bicycle, $15, or $10 or $5 in cash for the best synopsis of each episode of "The Adventures of Robinson Crusoe," this making it imperative every child entering the contest see each episode. The Long Beach dealer for Dayton bicycles was enlisted in the contest and, on account of the free advertising he received, quoted the theatre a wholesale price on the bike and paid half of that cost himself, bringing down the price of the bicycle to the theatre to approximately $14.



Lobby for Second Chapter of "Crusoe" Designed by Ray Harding, Casino, Des Moines, a Previous Prize Winner



10 THE MACON NEWS FRIDAY AFTERNOON, APRIL 28, 1922

What Ten Things Would You Want if You Were Shipwrecked Like

ROBINSON CRUSOE?

New Packard Single Six, 18 miles to gallon gas. 2,000 miles to gallon oil. One of our customers has a Single Six that has been 18,000 miles on original set of tires.

Central Georgia Automotive Co.
Packard Cars and Trucks
557 Plum. Phone 3101

ORIENT Pastry Flour
For Biscuits, Cakes and Pastry Has no Superior
Jno. T. Moore & Sons
Phone 2838. 521 Third St.

Gifts For
The Sweet Girl Graduate
and
...
Will Be Found At
S. L. ORR CO.
Jewelers
Gifts That Last
552 Second St. Phone 411

If you were shipwrecked on a deserted island, as Robinson Crusoe was, or if you were going camping away off by yourself, what ten articles or sets of articles would you want?

The person sending in the best answer to the foregoing questions will receive $5.00 in gold.

Those sending in the four next best compositions will each receive a special pass to the Palace Theatre good for each episode of Robinson Crusoe. Answers must not exceed five hundred words and must be confined to articles and goods advertised on this page. The following information concerning each of the ten articles you select must be supplied:

(A) The name of the article. (B) Where you would buy it (you must specify one of the advertisers on this page). (C) Why you would get that article from that particular place of business.

All answers must be sent to the Palace Theater

Palace Theatre
EVERY SATURDAY DON'T MISS IT!

Carl Laemmle presents
The Adventures of
ROBINSON CRUSOE
featuring
HARRY MYERS
as "Crusoe" and Noble Johnson as "Man Friday" supported by an
ALL-STAR CAST
including Gertrude Olmstead, Josef Swickard and Gertrude Claire
PRODUCED AS ONLY UNIVERSAL CAN PRODUCE A CHAPTER PLAY

Piggly Wiggly Stores
The Original Self-Serving Stores now in our Fourth Year in Macon.
Saturday Special at Our Store No. 1
440 Second St.
With every package of Octagon Washing Powder purchased at 6c we will give one package FREE. Not over one package FREE to a customer.
We are glad to announce that Mrs. Branch is back with her good old-fashioned Home Pulled Sugar Candy at our Store No. 1
Special at Our Store No. 2
Corner Second and Poplar
DEMONSTRATION CERTO SUREJELL. One Glass of Jelly FREE with every bottle purchased at 32c each. See it made.

LEE'S
EXTRA SPECIAL
Men's Summer Weight Union Suits at Only......... 48c
LEE'S DEP'T STORE
456 Cherry St. Macon Ga.

Birch & Powell
General Insurance
Surety Bonds
557 Mulberry St. Phone 150
J. N. BIRCH, JR. C. M. POWELL, JR.

We Guarantee Every Job
A little attention, once in a while by a competent shoe repairer will add hundreds of miles to the service of your shoes. By using modern methods with the use of modern machinery, we repair your shoes the same way the factory would repair them, and our prices are moderately low.
Work Called for and Delivered
Goodyear Shoe Shop

DO YOU KNOW WHERE TO GET THE BEST AUTOMOBILE REPAIR WORK IN MACON?
Ellis Garage is located in the heart of the automobile district, 552 Second St. and employs only the highest class mechanics, use only the best repair parts and guarantee every job to be absolutely "Jam Up."
A trial is all we ask to prove that this is the place to get the best automobile repairing in Macon.
ELLIS GARAGE
W. W. ELLIS, JR., Prop.
552 Second St. Phone 70

THERE is no secret of success. Even if there were, who would want to keep it? Let's call it a rule instead of a secret, and frame it about this way: Live on less than you make; create a surplus; invest it wisely.
The Citizens and Southern Bank
No Account Too Large—None Too Small.

Masters of Our Profession:
It requires the expert skill of the trained optician to make glasses efficient to vision and comfortable to the wearer. Our long experience and careful attention we give to adjustments will give you the utmost in eye glass satisfaction.
We fill prescriptions for the best Oculists in the city—there's a reason.
Macon Optical Co.
Optometrists-Opticians
565 Cherry St.
We Are Authorized Agents for the Eversharp Pencils and Waterman Fountain Pens
this is the
"Eversharp Pencil Shop."

Phil Gersdorf's Full Page Ad Tie-Up in the Macon (Ga.) "News"

Co-operation of teachers was secured through a personal letter and interview; in some instances the teachers are making the essays part of the regular school work. The heralds containing the free tickets were distributed to the school children during recess, noon hour and after school by a man dressed to represent Robinson Crusoe. This stunt alone aroused enough interest among the adults to pay for the costume, printing, extra labor and other incidental expenses used in the opening exploitation, by paid admissions to the matinee given free for the children. Each synopsis must be received by the Laughlin Theatre by the opening day of each chapter in order to get credit for that week's entry. This gives the management a chance to remind each contestant of the opening of another chapter which must be seen in order to continue with the contest.

GEORGE J. SCHADE, proprietor of Schade's Theatre, Sandusky, O., awarded an honorable mention this week distributed link puzzles to the school children and offered free admission on opening day to those who succeeded in opening the puzzle while standing in the theatre lobby. Besides receiving a free admission, each boy or girl who solved the puzzle was entered in a contest for twelve live parrots, one to be given away each chapter. So successful has he been in exploiting and publicizing Robinson Crusoe that other industries are benefitting by his campaign. "Do you know," (Concluded on Page 36)

coming just when
"PERILS
The first Alaskan Chapter Play Ever Made!

You need it most!

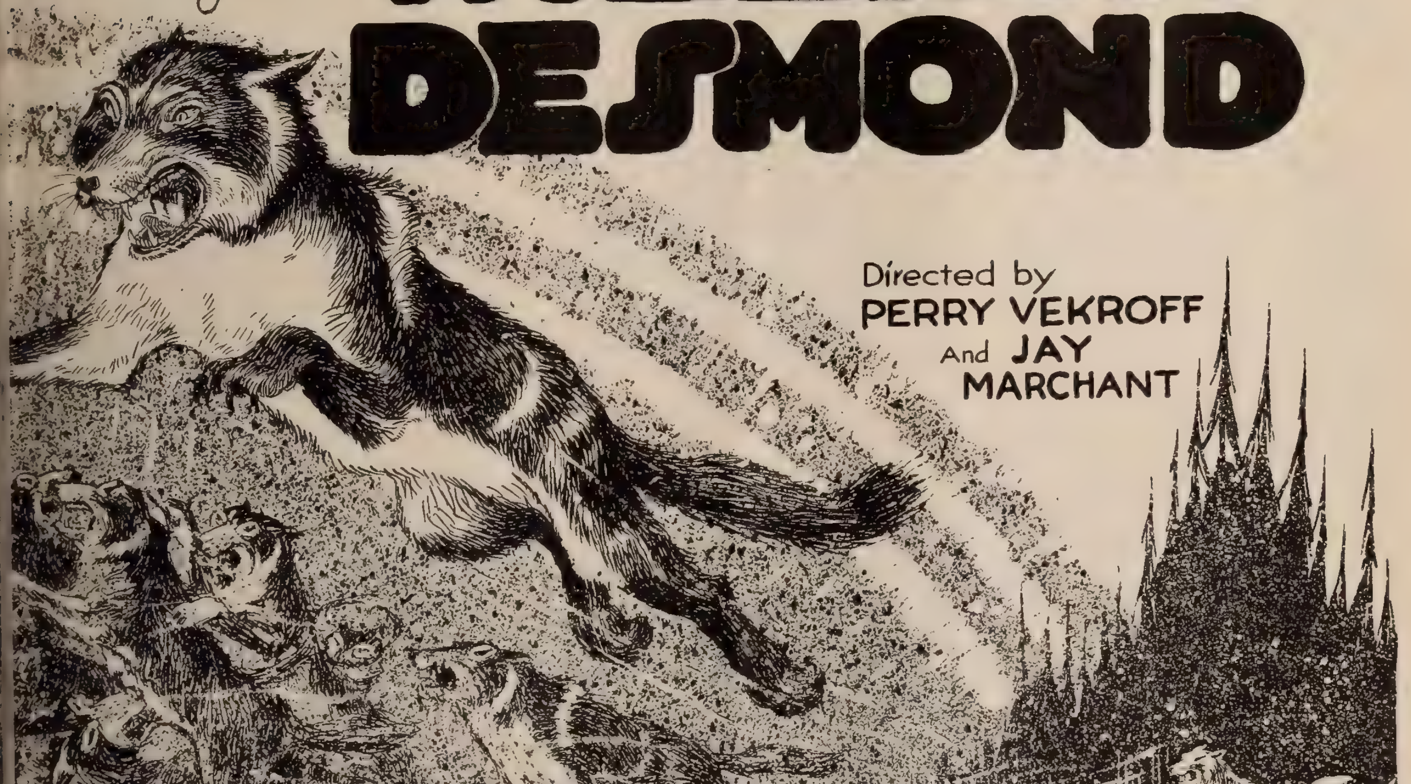
# of the YUKON"

A Knockout Chapter-play
of thrills, mystery and action
in the land of ice and snow — *ALASKA*

presented by
CARL
LAEMMLE
Starring

WILLIAM DESMOND

Directed by
PERRY VEKROFF
And JAY
MARCHANT



Carl Laemmle Announces Fall Jewels

(*Continued from Page* 25) it is still going strong in libraries of almost every civilized country. Priscilla Dean picked the story herself, as it was one of the first stories which appealed to her as an actress. Hobart Henley, who has produced some of the most successful big pictures for other companies, was given his first opportunity as a Jewel director. His tremendous success with "The Flame of Life" was very gratifying to Mr. Laemmle. The cast includes Wallace Beery, Robert Ellis, Frankie Lee, Beatrice Burnham, Emmett King and Katherine McGuire.

BOOTH TARKINGTON'S novel, "The Flirt," has been under production for some time at Universal City, under the direction of Hobart Henley. The cast includes Helen Jerome Eddy, Eileen Percy, Edward Hearn, Lydia Knott, Buddie Messenger, Lloyd Whitlock and others.

The first von Stroheim production has not as yet been titled, although it is in production at Universal City. Von Stroheim wrote the story and the continuity itself; the sets call for almost all of the public buildings of the City of Vienna; and a number of famous personages will be represented as characters in the story. However, the director of "Foolish Wives" is very secretive about the story and about the title until such time as it can be copyrighted in Washington. He was so disgusted with the many imitations, variations and near-approaches to the "Foolish Wives" title and with pictures which rode to some measure of success merely on the strength of their similarity of title, that he has decided to give out nothing vital about his new picture until all danger of this species of piracy is over. The cast, however, will include Stroheim himself, Mary Philbin, Cesare Gravina, Maude George, Dale Fuller and Al Edmundson.

Of the other two Jewel pictures for Priscilla Dean, one has been chosen, and the Scenario Department is still wrestling with the problem of supplying another one. The one chosen is William Hurlbut's Broadway play, "Trimmed in Scarlet," in which Maxine Elliott starred.

Von Stroheim will make another production during the year, and the final Jewel will be Fannie Hurst's novel, "Oats for the Woman."

More About the Four Prize Winners

(*Concluded from Page* 33) asked Schade, with a grin, "there's been a rise in the demand for Caruso records since 'Robinson Crusoe' came to town?"

E. F. DESCUTNER, manager of the theatre in Avalon, Pa., which was practically a second-run house on "The Adventures of Robinson Crusoe," did excellently despite the fact that his opposition had started to show the Universal chapter-play on the Friday prior to his own opening. Mr. Descutner, on his opening day, had a man dressed as Crusoe distribute specially worded rulers to the school children during their lunch hour. Puzzles were presented to the children on entering the theatre, and as an extra inducement, a free ticket was given for the next episode to every thirteenth child entering the theatre. Four hundred children saw the first episode in Mr. Descutner's house, which seats only 248, an evidence of the effectiveness of this enterprising showman's campaign, awarded honorable mention.

O. H. BROWN, manager of the Palace Theatre, Waupaca, Wis., awarded honorable mention this week, mailed blank forms to twenty-eight rural schools adjacent to his town, and also gave out a liberal supply to local school principals. Teachers were invited to attend. These printed forms had blank spaces for the names, grades, schools, addresses and ages of the children with the question "Have you read the story of 'Robinson Crusoe'?" Mr. Brown was surprised at the great number of children who had read the DeFoe classic, and obtained a complete mailing list from the returned blanks, which when filled out by the pupils and endorsed by the teachers admitted the pupils of the primary and grammar grades to the opening chapter of the photoplay. Well-made 6-inch rulers were presented to the first 500 children entering the theatre. A full house resulted from this exhibitor's excellent campaign and the co-operation of one school was obtained to such an extent that the teachers of that institution invited all the pupils to come and see the chapter-play the following Saturday.

KNICKERBOCKER COUPON BOOK

Contains

Ten 10c Tickets Price $1.00

Date Issued ....

Name ....

Address ....

Boy or Girl

This Coupon Must Be

Returned by..............................

Front and Back of Harmon's Book

H. K. MEADE, manager of the Strand Theatre, Bradford, Pa., was awarded honorable mention this week on a simple variation of an old stunt. He obtained enough furs to doll up his ballyhoo as Robinson Crusoe and had him work the entire town. On the upper side of Crusoe's goatskin umbrella ran this caption: "'Robinson Crusoe' Starts To-day at the Strand Theatre." Although the Strand Theatre, seating 300, is the smallest in Bradford, Mr. Brown created a great deal of interest in the Universal chapter-play and played to a substantial increase in business. An artistic lobby and front proved instrumental in attracting many patrons to the showing of "The Adventures of Robinson Crusoe."

THE first five weeks of Universal's $7,000 Robinson Crusoe Exploitation Contest has ended. There are still weeks and months to go, $5,650 to be divided among showmen whose ingenuity and originality is sufficient to evolve effective and novel exploitation stunts and campaigns to put over this remarkable sure-fire box-office attraction. All that is required is for the exhibitor to register his name and theatre address with the Serial Contest Manager, 1600 Broadway, New York City, immediately. Then, when he has staged his stunts, send photos of them and himself, with a description of the former, to the above address. Get busy, now—TODAY!

Exhibitors' News Notes

Theatrical Notable Dies

Edward Tracy Brown, 83, member of the board of trustees and treasurer of the Lyceum Theatre Corporation of New London, Conn., one of the best known of the old-time business men and manufacturers in that section of New England, died at his New London home May 3 from the effects of an operation performed during January, 1920. Since that time he has been an invalid. He was born at Macon, Ga., in 1839. With his father he founded the Brown Cotton Gin Company in 1867, the concern being developed into one of the substantial ones of New England and shipping its products throughout the South, South America, Russia, Asia, Greece, Java and other parts of the world. The business was sold to a syndicate in 1915, when the New London plant was closed. The will of Mr. Brown, filed several days after his death, disposes of an estate with estimated value of $200,000, divided equally between his son and daughter.

Theatre Burns to Ground

The Midget Theatre, the town's only motion picture house, was destroyed by fire of undetermined origin that swept through the heart of Brookfield, Mass., business center last week. The total loss is estimated at $30,000. Apparatus was sent from three surrounding towns.

Buys Watertown Theatre

The Grand Theatre, Johnstown, N. Y., has been sold by J. Colin to the Nova Operating Company of Watertown. Charles Sesonski is head of the Nova Co., a New York corporation.

Rob Film Man

E. O. Weinberg, who has been managing the Syracuse Strand during the illness of Edgar Weill, has returned to Buffalo and resumed his old job of managing the Strand. A burglar recently entered Eddie's Buffalo home and stole a bunch of clothing. Eddie may have to go around in a barrel for a few weeks.

To Open Apollo June 3

The Alhambra Theatre, which has been one of the most successful movies in Chicago, will be closed when the new Apollo is opened, it was announced this week. The opening is expected about June 3. Charles M. Olson, president of the Central Amusement Company, lessee of the Alhambra, will be associated with Richard and Henry Stegemeier in formation of a new company to operate the Apollo. The Alhambra lease will be turned over to John R. Thompson & Company of Chicago, which will convert the building into a "Thompson" restaurant. The transaction involves a $4,000,000 consideration to be paid in annual installments, it is said.

Shuberts Buy Buffalo Theatre

Lee Shubert and Lew Fields were in Buffalo this week. They also visited Toronto. It is reported that the Shuberts will make some changes in their Buffalo holdings soon. Jacob J. Shubert has sold the Teck Theatre to the Shubert Theatrical Company for $38,599.73, according to papers filed in the county clerk's office. The purchasing company assumes mortgages in excess of $200,000 and unpaid city taxes for 1922.

Centralia to Have Pictures

Centralia, Pa., a town of 10,000 inhabitants in the hard coal fields will have a motion picture theatre. John Ruckus of Philadelphia has leased the John Tretter Hotel and will convert it into a motion picture theatre, expecting to open in about two months and run shows all summer.

Rowdies Annoy Lyric Patrons

In Fort Worth, Texas, recently some unknown person or persons threw stink bombs in the Lyric Theatre, causing considerable disturbance to the good will of patrons. The Motion Picture Union operators disavowed having had anything to do with the bomb throwing. Officers are making an investigation.

Theatre Management Changes Hands

Parke Delahunty, manager of the Dreamland Theatre, Pittston, Pa., has resigned to take charge of the Garden Theatre at West Pittston. Delahunty has been succeeded at the Dreamland by Miles Gallagher, who has been stationed at one of the Comerford playhouses at Scranton, Pa.

May Sell Four Houses

J. F. Burnham is planning the sale of his four theatres and is going to California, it is reported. Mr. Burnham owns the Temple and Opera House in Cortland, N. Y., the Fisher in Seneca Falls and the Bertis Grand in Auburn. It is rumored that negotiations are under way with Meyer Bloom of Fulton, N. Y., for the purchase of the houses.

To Remodel Princess Theatre

Extensive remodeling is planned soon for the Princess Theatre, Boone, Iowa, it was announced by Manager John Anderson. The theatre will not close during the remodeling.

Venus Theatre Re-opens

The Venus Theatre at 261 Seneca street, Buffalo, has reopened under new management. Two new Simplex machines have been installed by the Becker Theatre Supply Company.

Buys House

Harry Green has taken over the Premier again in Buffalo. It was run for a few weeks by Hen Brothers of Cleveland. The Premier is a neighborhood house at Main and Leroy.

BABY PEGGY FEATURED IN LIGHTS ON BROADWAY

The Rivoli, New York City, a Consistent Baby Peggy Account, Recently Featured the Juvenile Century Star in Electric Lights as Part of an All-Star Program

Make Up Your Own Ads for

Vic Collins Hated Cattle Thieves as He Hated Rattlesnakes, But He Happened to Fall in Love With the Prettiest Thief in the Game! See Hoot Gibson and Barbara Bedford in "Step On It!"

His Eyes and His Ears Gave Him Evidence That She Wasn't Anything But a Petty Cattle Thief, But His Heart Said the Evidence Was N. G. It's Hoot Gibson in "Step on It!" With Barbara Bedford Opposite Him.

Here's An Idea for Movie Fans----

"STEP ON IT!"

HOOT GIBSON IN "STEP ON IT"

A UNIVERSAL ATTRACTION

He Had Loved Her When the Whole World Said She Was No Good, a Cattle Thief! She Had Hit Him Over the Head with a Gun When He Was Fighting Another Man. But Still He Came On His Knees With the Old Words, "I Love You!" See Hoot Gibson in "Step On It!" — and Barbara Bedford With Him.

IDEAL THEATRE ALL NEXT WEEK

(Specimen ad composed of 2-column cut and advertising display line)

Trying Single-Handed to Protect His Great Herds from Cattle Thieves, Vic Collins Came to Close Quarters With Two of Them, a Man and a Woman. He Thought the Woman Was Somebody He Knew — But When She Cracked Him Over the Head With a Gun Butt He Wasn't Sure About It! "Step On It!" Is a Universal Action Drama

* * *

If the World Says a Woman Is No Good, It Sometimes Makes a Man Love Her All the More Madly, as Vic Collins Does in "Step On It!"

* * *

The Master of Broad Acres and Great Herds, Vic Collins Was in the Hands of the Cattle Thieves He Had Tried to Catch. The Man He Had Thought Was His Friend Was Their Leader and the Woman He Loved Spoke from Their Midst: "Better Take Him Into the Burning Barn — That's Better Than Shooting Him." See Hoot Gibson in the Most Amazing Picture of His Career, "Step On It!"

FOR THE HERALD

VIC COLLINS had lost a thousand cattle.

They had been rustled mysteriously in the night to the edge of a deep sluiceway—and there the trail ended.

Lafe Brownell led the posse that searched for the thieves. He told Vic Collins that "Miss Hamilton of Kansas City," the telegraph operator at Barr's Crossing, was implicated. Vic didn't want to believe that and didn't.

Two days later he stood at dawn in a canyon. He had been captured, beaten by the gang of stealers. As they stood around him his anger knew no bounds when he saw that Lafe Brownell was their leader. At the same time he felt a keen pain at the sight of Miss Hamilton among them. But not all was peaceful among the gang.

"What's your game?" snarled Lafe Brownell at the girl.

"Can't you see?" she asked demurely, slipping into the arms of the Beau Brummell of the gang, who held her close with a proud air.

As this bitter blow struck home to Vic Collins' heart, he was surprised to see Lafe Brownell half-doubting the girl.

Who, in all this crooked mess, was the thief, and who was honest? The girl might be——

Find out in Hoot Gibson's Universal starring vehicle, "Step On It!" at this theatre next ....

Hoot Gibson in "Step On It"

WHEN Hoot Gibson was thirteen his father gave him a pony.

When he was thirteen years and four days old, the pony was taken away from him.

For Hoot had some work to do around the Nebraska ranch his folks lived on, and work and the pony didn't mix. Hoot also was supposed to go to school. He didn't particularly crave school and he couldn't have been the favorite of any teacher that ever lived.

When he studied he learned fast. His standing wasn't at the foot of the line in anything. But given a chance to sneak away for a fifty-mile ride over the plains, how fast he did disappear!

Hoot Gibson won championship supremacy over the riders of the entire world in the Pendleton, Oregon, roundup a few years ago, and no rider good enough to take the belt away from him has appeared since then.

Riding and cowboy stunts lost their kick, and he went in for motor racing. In the death bowl he won honors as a speed demon and a "rep" for nerve.

Other hazardous sports lost their flavor after a time. Then, to keep himself in a new supply of thrills every day of his life, he went into pictures at Universal City.

Such pictures as "Step On It," at the .... Theatre next .... are the result. The story is by Courtney Ryley Cooper and Jack Conway directed the filming. Barbara Bedford is the leading woman.

HOOT GIBSON IN "STEP ON IT"
A UNIVERSAL ATTRACTION

TELL 'EM ABOUT—

1—Hoot Gibson, cowboy star supreme because he's the world's champion cowboy and a sincere actor.

2—Barbara Bedford, a leading woman with a personality peculiarly attractive and with a defiant spirit of independence about her that materially helps her in such roles as this.

3—Jack Conway's direction; every fan who has followed Universal pictures at all knows the successes made by Jack Conway, such as "Come Through," "The Millionaire," "Across the Deadline," etc.

4—Victor Potel and Gloria Davenport, comedy players par excellence, who will bring a sure laugh at several turns in the picture.

5—The story, published in a popular magazine under Courtney Ryley Cooper's name; unique in theme, a mystery story transferred to a western locale.

6—The title; a box office wizard phrase that suggests romance, mystery and drama.

7—Natural scenic beauty of the location chosen, heightened by good photography by Charles Kaufman.

8—Cattle stampedes and fight scenes and the general outdoor character of the picture.

9—Joseph Girard, one of the old-time favorites of the screen, playing the slickest heavy of all his career as a villain; L. C. Shumway and Frank Lanning, two other character artists of popularity.

10—Typical Universal production; popular star, proven director, a published story with the logical elements of success, a careful scenario, capable cast of known players and thoughtful investiture.

AT A GLANCE

TITLE—"Step On It."
BRAND—Universal Special Attraction.
STAR—Hoot Gibson.
PREVIOUS HITS—"Action," "Headin' West," "The Fire Eater," "The Bearcat," and many other gripping action dramas.
SUPPORTING CAST—Barbara Bedford, Joseph Girard, Vic Potel, Gloria Davenport, Edith Yorke, Frank Lanning and L. C. Shumway.
DIRECTED BY—Jack Conway.
STORY BY—Courtney Ryley Cooper, published in a popular magazine.
SCENARIO BY—Arthur Statter.
PHOTOGRAPHY BY—Charles Kaufman.
TIME—To-day.
LOCALE—"The Land of the Lost" in Colorado.

* * *

CAST

Vic. Collins	**HOOT GIBSON**
Mrs. Collins	**Edith Yorke**
Pidge Walters	**Frank Lanning**
Lorraine Leighton	**Barbara Bedford**
Noisy Johnson	**Vic Potel**
Letty Mather	**Gloria Davenport**
Lafe Brownell	**Joe Girard**
Bowman	**L. C. Shumway**

* * * * * * * *

THUMB NAIL THEME

Vic Collins, a rancher, hated hoss thieves. However, he fell in love with Miss Hamilton of Kansas City, and as a newcomer introduced her to the Western community, and stayed in love with her in spite of pretty strong convictions that she was the head of a "rustlin' gang" stealing hundreds of his cattle. He just naturally couldn't believe the evidence of his eyes, even when she hit him over the head with a gun butt when he was battling with a man he knew to be a cattle stealer. He depended a lot on Lafe Brownell, horse thief catcher from Texas, to round up the gang, and Brownell told him Miss Hamilton was implicated. Catching a thief making love to the girl, seeing her riding with the gang several times, and then facing her and seeing her smile as he was marked "next to be shot" by the gang, were some of the ways in which his faith was tested. But a faithful man has his day and every woman has her weak spot.

"THE ADVENTURES OF ROBINSON CRUSOE"

No. 10, "The Prisoner of the Sun"

THE Water Witch effects Crusoe's release by cutting his bonds as the mutineers are fighting off the jaguar. Crusoe goes to their relief, overpowers the beast, and saves their lives. Overcome by remorse, some of the sailors swear fidelity to Crusoe and promise to lead better lives. Marion's husband, however, a renegade at heart, betrays Crusoe to Torquada and the Patriarch, who seek to make a human sacrifice of Robinson in order to avert the impending doom which has been revealed in a prophecy.

The Sentence

Following Crusoe on one of his hunting trips, Torquada's men overtake him and, after a furious struggle, make him prisoner. The Water Witch, who has overheard the conspiracy, tries to intercede for Crusoe, but without success. He is taken before the Patriarch and after a discussion as to his fate, is consigned to the bottom of a deep pit. Set across the top of the pit is a powerful lens. As Crusoe's confinement continues, the rapidly rising sun gets over the lens and the burning rays are focussed on the helpless prisoner.

"WITH STANLEY IN AFRICA"

No. 18, "Out of the Dark"

NADIA'S fall is broken by several bushes and she lands unhurt, but is captured by the White Tribe and taken with Jack and Harden to the sacrificial cave where Nadia is designated as first victim. Just as she is about to be put to death, one of the priests intervenes and saves their lives. The priest turns out to be Jack's father, lost for years in the heart of the Dark Continent, who marries Jack and Nadia. Harden reforms and promises to aid Nadia expose the slave trade.

Stanley and Livingstone return to Unyanyembe, where they part, Livingstone returning to the interior for further exploration, Stanley going to England with complete data on Livingstone's discoveries. Jack and Nadia return to the United States, seeing a new dawn for Africa, which has brought them both sorrow and joy.

"THE ADVENTURES OF ROBINSON CRUSOE"

No. 11, "No Greater Love"

FRIDAY throws himself across the lens and keeps the sun's rays off Crusoe until he can rescue his master. The Water Witch is banished by the Patriarch despite the objections of Torquada, and wanders about seeking refuge. She overhears Will, Gale and the sailors plot to enter the stockade.

At night, while the stockade's occupants are asleep, Gale unfastens the door for Will and the others. Crusoe's parrot gives the alarm and calls Crusoe, who musters his friends in defense of the stockade. Gale is forced to aid. Friday is wounded, Crusoe thinks fatally, and the besiegers force an entrance.

"IT IS THE LAW"

Two-Reel Action Drama

Starring **TOM SANTSCHI**

NAN, the stepdaughter of Jerry Hawkins, who is suspected of being a bank robber by Sheriff Dave Sloan, is called to the tavern by a mysterious note. A stranger is helped to escape by Nan after he has killed a barroom ruffian. Dave, coming to Nan, whom he loves, for information about the killing, finds some currency sacks hidden in the cabin and has his revolver stolen by Nan.

McGraw and Hawkins, partners in crime, go after the unarmed sheriff. They stun him in a fight and return to find Nan about to go with the supposed killer, who gets the drop on Hawkins and McGraw and obtains a signed confession from McGraw admitting the killing. Dave returns and beats up Hawkins and McGraw as they are about to overpower the boy, who turns out to be Nan's brother.

"A POWDER ROMANCE"

One-Reel Star Comedy

ALBERT, a scientist, sees a butterfly, and runs after it with a net. He cannot catch it, but throws the net over the head of a pretty widow. She introduces him to her brother, who is also a scientist, who takes Elbert to his laboratory.

His thoughts are always with the widow. One day, while riding in his machine, he sees the widow and her brother, who has just come to the city. He tells the brother to sneak into his home that night and they will try out the new powder, which the brother has invented, and see if it is any good. It proves too good, and the house is shattered. Elbert and the brother then go out of the house into a waiting machine, in which the widow is waiting for Elbert.

"NEVER LET GO"

Two-Reel Action Drama

Starring **REGINALD DENNY**

HUGH CAMPBELL, trooper in the Northwest Mounted Police, is lured from his duty by a dance-hall girl as part of a plot to keep him away from a burglary to be pulled in the general store of the town. The goods are stolen, Hugh is stripped of his insignia, drummed out of service, and becomes a drunkard, losing the respect of his girl.

The Frame-Up

He sobers up in time to foil a conspiracy to rob a local mine. Seeking revenge, the chief crook kidnaps the girl. Hugh pursues and overtakes them, thrashes the robber, and rescues his girl. The commanding officer of the troop congratulates him on his fine work and "reinstates" Hugh, explaining to the girl that Hugh's lapse from grace was all part of a plot to threw the crooks off their guard.

"SOME CLASS"

Two-Reel Century Comedy

Starring **BROWNIE, the Wonder Dog**

BROWNIE is the playmate of a bunch of kids and every morning awakens them for school. Brownie drives a machine with kids in it to school, drives the car right into school, and barks good morning to teacher, while the other kids arrive on horse and via tandem.

Teacher has the children sing National Anthem before starting school session. Brownie sings "How Dry I Am" and one kid, blamed for discord in song, gets scolding.

The Rescue

Brownie shows how clever he is in arithmetic by writing answers to teacher's lessons on blackboard. He also plays some mischievous pranks and gets children into trouble. Teacher quits. He takes place of teacher.

When fire breaks out in school Brownie does the rescuing act and is rewarded for his bravery.

COMING!

Carl Laemmle
will soon present

HERBERT RAWLINSON

—in a soul-stirring drama of romance and mystery, whose thrills will hold any audience spellbound! Supported by a notable cast including Virginia Valli, Bert Roach, Clara Beyers, Charles L. King, Herbert Fortier, Lou Short, Jack O'Brien, Dick Sutherland, Arthur Hoyt and William DeVaull.

"The BLACK BAG"

From the famous novel by Louis Joseph Vance
Directed by Stuart Paton

Watch for release date

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Presented by
CARL LAEMMLE

Foolish Wives

"They jammed the theatre!"

"THEY jammed the theatre. The lobby was filled to the sidewalk for two hours with a steady flow of standees. They crowded the staircases blocked the aisles and even formed a throng about the operator's booth. Firemen stopped the management from letting people in. All records for this house were shattered. The show was held for second week."

RIALTO THEATRE,
Atlanta, Ga.

Universal Super-Jewel
By and with
Von Stroheim